

PRINTERS'

INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.



VOL. XXXIV. NEW YORK, JANUARY 9, 1901.

No. 2.

52 GOOD SERMONS A YEAR



will convert a man quicker
than 52 good ministers
once a year.

YOUR ADVERTISE-
MENT SHOULD BE IN
EVERY SUNDAY'S EDI-
TION THIS YEAR OF
THE PHILADELPHIA

RECORD

Sunday rate for 52 times
is 18 cents a line.

THIS IS THE LARGEST SUNDAY CIRCULATION IN PHILADELPHIA.

IT IS BY FAR THE CHEAPEST RATE IN PHILADELPHIA.

For publicity advertising the Sunday Record has the most advantageous rate. For mail order advertising and for direct returns, The Mail Order Journal says:

"By returns advertisers are receiving*through The Record, it sometimes seems as if everybody reads The Record in Philadelphia and fifty miles around."

YOU CAN CONVERT OUR CONGREGATION OF 160,000.

Daily.
190,000.

Write the Advertising Manager of THE RECORD, Philadelphia.

I've longed to be a great man
 For many, many years—
 Up against it. No weight can
 From my brineless eyes bring tears.
 Disappointed, forsaken, forgotten—
 All that and more—
 This world is round and rotten,
 Rotten to the core.
 I've longed to be the ice man,
 The coal man or a cop,
 I tried to be a nice man
 But fell down bad—kerstop.
 The Salvation Army turned me down
 Because I couldn't sing,
 In the growler my grief I'd drown—
 I pinched the captain's ring.
 I've tried to be an honest gent,
 But I found it didn't pay—
 Somebody's money must be spent,
 A gent can't live on hay!
 I've gone the route of every road
 That promised me relief,
 The way they heaped on me the load
 Of grief is past a gent's belief.
 But I'm coming home again,
 I've struck a rich idea—
 Some travel on the railroad train,
 Some go by way of sea,
 But I'm coming home in state—
 One of those grand old bards—
 I'll write an ad in this old pate
 For a KISSAM street car card.
 —THE TRAMP.

For further particulars listen to

GEO. KISSAM & COMPANY,
 253 BROADWAY, NEW YORK.
 15 Branch Offices.

Written by the Tramp. Address No. 1 anywhere.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXIV.

NEW YORK, JANUARY 9, 1901.

NO. 2.

IN A RURAL MAIL DELIVERY TOWN.

By Jay Gage.

Farmington, Dakota County, Minnesota, population 775, is one of the quietest suburban residence towns to be found in America. Situated twenty-five miles south of Minneapolis and St. Paul, on the I. & M. and H. & D. divisions of the Chicago, Milwaukee and St. Paul Railroad, it has three trains each way daily. It has no factories, no shops, no smoke, no noise; it has an abundance of fresh air, pure water and the best of food from the surrounding farms. One man uses these points—absolute quiet, fresh air, pure water, wholesome food, etc., as an inducement to bring custom; he runs a sanitarium where human wrecks are made new. Other people here kick and growl and call the town dead. I am spending a few weeks at Dr. Perry's "Country Sanitarium," and incidentally have picked up the following information which may be of use, as showing the conditions in a country village.

The town has not increased in population in twenty-five years. On January 1, 1897, free rural mail delivery was established, and in the three and one-half years that have intervened the second class business of the postoffice has increased over 300 per cent. The local paper, the *Dakota County Tribune*, now owned and edited by John S. Hamaker, has clearly the best circulation of any paper published in Dakota County. In 1896 the paper was credited in the American Newspaper Directory with 1,103 circulation; to-day it is given a "J K L" rating, for reasons probably best known to Mr. Hamaker. The postoffice records show that the *Tribune* mailed

more weight of papers than the other two county papers combined. A detailed statement from Mr. Hamaker would doubtless raise the *Tribune* out of the "J K L" class.

Of the Twin City dailies reaching the village the *St. Paul Dispatch* sends in from sixty to seventy-five, and the *Pioneer Press* some thirty. The *Minneapolis Journal* reaches about sixty persons, while the *Times* goes to about twenty, and the *Tribune* to about twenty-five. The *Journal* is the only paper delivered by special carrier, all others coming through the postoffice. Of the weekly editions of these papers the *Tribune* sends 20, the *Dispatch* 12, and the *Pioneer Press* 12. Other weeklies are the *Decorah* (Iowa) *Posten* 5, the *St. Paul* (Minn.) *Volkszeitung* 10, and the *Twin City Guardian* 20. This latter is an anti-department store paper, and is rapidly losing what prestige it once had, the local merchants failing to appreciate its style.

The religious press is represented by the *St. Paul Wanderer* 10, the *New York Christian Herald* 8, the *Northwestern Christian Advocate* (Chicago) 8, the *Midland Christian Advocate* of Minneapolis 4, and the *Cleveland* (Ohio) *Botschafter* 15. The farmers' papers circulate fairly well, the *Minneapolis Farm, Stock and Home* having about 40, the *Minneapolis Northwestern Agriculturist* 40, the *St. Paul Farmer* 50, and *Hoard's Dairyman* 2. Of the juveniles the *Youth's Companion* sends in 30, and *Boyce's Monthly* 10. The fraternity papers, being sent free to lodge members, have a fair circulation; the *St. Paul A. O. U. W. Guide* 80, the *Toronto Independent Forester* 70, and the other orders averaging about 5 each. *School Education*,

a teacher's monthly, issued at Minneapolis, supplies twenty of the suburban educators. The household papers are well patronized, the *Ladies' Home Journal* having 20 subscribers, the *Household Journal* (Philadelphia) 10, the *Women's Home Journal* of Boston 21, the Minneapolis *Housekeeper* 45, and *People's Home Journal* of New York 15.

"How about *Comfort*?" I queried.

"Oh, my Lord. Everybody gets so many *Comforts* they throw them away. They're a nuisance."

The variety of monthly magazines which come into the town shows a wide range of readers. *McClure* leads the list with a sale of 45, *Munsey* is next with 25, then comes the miscellany as follows: *Cosmopolitan* 5, *Ainslie* 6, *Nickel* 5, *Black Cat* 4, *Strand* 5, *Wide World* 5, *Puritan* 5, *Munsey, Jr.*, 5, *Harper's* 3, *Century* 1, *Northwestern* of St. Paul 8, and the *Review of Reviews* 4. Two copies of *Judge* and one of *Scientific American* are read. Neither *Puck* nor *Scribner's* seem to have a reader in the village. Every semi-occasionally the postoffice is flooded with mail order papers, and the indications about the office and at the express office and depot point to quite a considerable amount of mail order business being done here.

THE EVENING PAPER.

The evening paper is issued at a time when the labors of the day are over and around the family table every member has abundant time to read not only all of the news of the day, but they can, and do, scan the advertising columns to note who are the active business men and what they have to offer to prospective buyers. It is safe to say that the evening paper is read more generally by all of the members of the household than it is reasonable to expect for a morning paper.—*Poughkeepsie (N. Y.) Enterprise*.

A BAD TONE.

Some advertisements have the tone of one who would say, "Here are the goods; take them if you want them!" No doubt the tone indicates a very satisfactory feeling on the part of manufacturer or dealer; but why seek patronage if indifferent whether it comes or not. Perhaps, however, that tone is not given to the advertising of purpose and its presence is due to lack of skill.—*Morse's Acale Rule*.

ANIMALS FOR ADVERTISING.

The furrier is not the only business man who finds use for animals in an advertising way. Ever since stores became stores the stuffed bear on a sidewalk stand has been the sign for a fur store, and a window full of crouching, fierce looking forest cats a sure indication that a taxidermist lurked somewhere behind. It is likely that other lines of business took the idea from this. It has spread to such an extent that a dry goods merchant in a neighboring city has a monster black bear displayed in front of the main entrance to his store. The bear gives no idea of the sort of goods displayed within, except on rainy days, when it is decorated with a mackintosh specially constructed to cover his broad shoulders.

Glovemakers have for some time been using long haired goats for window advertising. Many a meat market has the stuffed head of an ox or cow hung behind the chopping blocks. Stuffed dogs have become common in sporting goods stores, and display the most elaborate collars to advantage. Shoe dealers find in the stuffed kangaroo a potent drawing card to attract attention to their heavier footwear. The makers of pocketbooks and other fancy notions, in which alligator hide is used have taken great trouble to import stuffed alligators, big and little, for window display. One enterprising company has an exhibit of alligators, which it lets out to merchants for a week at a time.

It is this sort of advertising that gives to a managerie salvage on the death of any of its bigger animals. There is a good demand for tigers and lions, which make startling window displays when artistically mounted.—*N. Y. Tribune*.

WRITING AN AD.

Did you ever stop to think, you who read the advertisement in the newspapers, just what it means to get up the ad every day for a big department store? The man in charge usually has a staff of assistants, who are assigned to certain departments of the store each day. They must familiarize themselves with the stock of these departments, while the manager of the advertising department himself is supposed to keep thoroughly in touch with the entire stock of the store. He writes the general introduction to the advertisement each day, and edits the copy turned in to him by his assistants, just as an editor handles the copy of his reporters. "Just as much care is taken with this matter as though it were so much imperishable literature," said the advertising manager of a big department store. "You sometimes hear of a famous author spending hours over one paragraph, writing it and re-writing it to get the best and strongest effect. You wouldn't think that would be necessary in writing an advertisement, but it is. My assistants sometimes spend an hour over one sentence. There is more science in writing an advertisement than will bring results than perhaps in any other form of composition."—*Philadelphia Record*.

SOME business men are so versatile they don't stick to any one thing long enough to make a success of it.

MCKINNEY & AYER.

HOW MR. MCKINNEY'S ASSOCIATION
OF TWENTY-FIVE YEARS WITH THE
FIRM OF N. W. AYER & SON WAS
CELEBRATED IN PHILADELPHIA.

A notable dinner was given in the large banquet hall of the Bullitt Building, Philadelphia, by Messrs. N. W. Ayer & Son, advertising agents, in honor of Mr. H. N. McKinney, a member of the firm, in commemoration of the twenty-fifth anniversary of his connection with the business, on December 26 last. It was unusual in that it was opened and closed by asking the Divine blessing and that this feature seemed in no way incongruous. Neither liquors nor cigars were served, and their absence did not appear to lessen the enjoyment or hilarity of the occasion. One of the guests in describing the dinner to the editor of the Little Schoolmaster said:

"It was a dinner to a genial, capable and upright man, and was a gathering at which any one would have been proud to have been present and to say, 'This is a typical gathering of advertising people.' The banquet room of the Bullitt Building on Fourth street was crowded to its utmost capacity to seat the two hundred guests. Of these about one hundred and seventy were of the firm of N. W. Ayer & Son.

"When Mr. F. W. Ayer, the head of the firm, arose to welcome the guests, he looked out over tables elaborately decorated with lights and flowers, crystal and china and silver. He announced that the most important business which required immediate attention was the disposal of the orders as outlined on the menu. On this catchlines in the advertising business were used as descriptive of the various edibles. Thus, under the blue points were the words, 'Begin at once'; under the olives and radishes, 'As chance may offer'; under the consomme, 'If this goes, larger orders may follow'; under spinach, 'Complimentary insertion,' and so on.

"Facing the guests at the end of the room was a beautiful large hall clock. At the quarters, halves

and hours its mellow but sonorous cathedral chimes were heard. It was to be presented to Mr. McKinney as an expression of the esteem in which he was held by the employees of the firm. A peculiarly interesting episode showed how unexpected the gift was to Mr. McKinney, and it arose from the fact that Mr. Ayer said to him when once its chimes claimed attention: 'I don't remember to have seen this clock before when we've been dining here. Do you?' 'Why, yes. I remember it as a part of the decoration of this room for years,' he replied. Later on when it was presented to him Mr. McKinney acknowledged his mistake.

"When the business of the menu had been disposed of, Mr. Ayer arose and spoke of his first meeting with Mr. McKinney, and outlined the history of the business from 1869, when he and one assistant, with his father to guide him, had started in one small room on a back street of Philadelphia the business of N. W. Ayer & Son, which has now grown to occupy the whole of the Times Building, at Eighth and Chestnut streets, with overflow departments in rooms of one building adjoining. In closing he paid a high tribute to Mr. McKinney's association and companionship for twenty-five years, and then presented him with the clock, expressing the hope that it would measure the years of a long future companionship and business association. In responding Mr. McKinney gave some reminiscence history of his side of the work, and told how helpful to him had been the sterling manhood, firmness of purpose and unflinching adherence to upright and wise principles of Mr. Ayer and the others.

"Later on the appreciation of the firm for its faithful followers was unexpectedly developed when Mr. Ayer made the announcement that although Mr. McKinney had been with them for twenty-five years there were employees who had been with them almost as long, and indeed there was one who had been with them over twenty-five years. He therefore asked that all who had been in their employ

for twenty years should stand up. Six arose, and to each of these he gave an unexpected surprise by presenting a check for \$100.

"And so in turn the subject of time and connection with the firm of N. W. Ayer & Son was talked over again by Mr. McKinney, and he called to their feet those who had been in their employ for fifteen years, and to each of them presented a check for \$75. Mr. A. G. Bradford, of the firm, then took the ten year employees in hand and gave to each of them \$50. He was followed by Mr. J. A. Wood, also of the firm, and to the five-year people he presented a check for \$25. Sixty-five people participated in this distribution, which required a total sum of \$3,000.

"Much time had been consumed in the speeches and distribution of these gifts, so that as the hour had grown late, time only permitted of a few brief speeches from some of the invited guests. Mr. Charles E. Hires, who was one of the guests of the evening, and also one of the longest of the advertising patrons of the firm, expressed in a few happy words the pleasure and profit he had obtained through personal acquaintanceship and business dealing with its members. He was followed by Mr. Curtis, of the *Ladies' Home Journal*, who in a bright and anecdotal way spoke of his earlier and later business dealings with Mr. Ayer and Mr. McKinney. Other brief speeches were made, and then in closing Mr. Ayer outlined the hope of the firm for a still more hearty co-operation on the part of the employees that they might keep pace with the demands of the new century. It was developed during some of the speeches that the present equipment was over one hundred and seventy employees in order to handle properly a business amounting to something over \$2,000,000 for the year 1900. Mr. McKinney, it may not be out of place to note, is the man who is credited with the success of the 'Unecda' advertising campaign. It is said that he is a wonderful getter of business—that one year he came within securing for his firm all but one thousand dollars of a million dollars of business."

TRADE-MARKS IN ENGLAND.

When is a trade-mark not a trade-mark? is a riddle which might be asked, but a better question to put would be, when is a trade-mark really a trade-mark? The answer appears to be that it is only a trade-mark when you have registered it as such.

You may have a name which you use in connection with your goods, and your goods may be universally known by that name, and if you can prove that it has become exclusively a mark of your manufacture, you can restrain other people from using it, but if in some little out of the way corner of this great nation some obscure individual uses the name and can bring a few witnesses to prove that they have been accustomed to the use of it in connection with his goods, your trade-mark is no longer yours exclusively. This is the lesson learnt from two cases recently carried to the House of Lords, and it behooves every manufacturer who uses a trade-mark in connection with his goods to immediately register it, if he has not already done so. A registered trade-mark confers a statutory title upon the holder, and its renewal can be obtained as a matter of right every fourteen years. If the trade-mark is registered the manufacturer can prosecute and obtain damages from any one who infringes it.—*Advertisers' Review*.

AGENT AND AGENT.

"For ways that are dark, and for tricks that are vain," the cheap advertising agency is the limit. Even as Bret Harte's bad kind of a Chinaman made all of that nationality *personae non gratae* in this country, so the intricate maneuverings and legerdmain of the fake agency are calculated to kill the faith of advertisers even in reputable agencies.—*Morse's Agate Rule*.



**Read it Forward!
Read it Backward!
Then Try it!**

A luxurious, refreshing toilet and bath soap, made from purest imported olive oil combined with lanolin and cocoa butter.

Price 10 Cents at all Dealers

Or Uncle Sam's Mail brings a cake for 10 Cents

**ALLEN B. WRISLEY CO. (Makers)
CHICAGO**

A PRETTY DESIGN—BUT HOW, IN THE NAME OF SOAP, DO YOU PRONOUNCE THE NAME OF THE ARTICLE?

The Advertising Manager who had charge of the canvass makes his report.

Mr. Edgar A. Pettingill, who conducted the canvass of the city of Des Moines for the Dry Goods House of Harris-Emery Co., for the purpose of ascertaining the home circulation of the four Des Moines daily papers, reports his findings as to the DES MOINES DAILY NEWS as follows :

NEW YORK OFFICE,
ST. LOUIS OFFICE

HARRISEMERY COMPANY,
IMPORTERS AND DEALERS IN
DRY GOODS, CARPETS, MILLINERY,
NOTES AND WALLPAPER.

JAMES C. SMITH, President
JOHN C. SMITH, Vice President
EDWARD C. SMITH, Treasurer
EDWARD C. SMITH, Secretary

Des Moines News Co.,
City,

DES MOINES, IOWA. Dec. 12, 1900

Gentlemen, -

In the matter of the recent canvass of this city by our firm for the purpose of ascertaining the circulation in the city of each of the daily newspapers would say, I personally arranged and supervised the canvass. In addition I made a most rigid investigation of class, location and amount of the out-of-town circulation of the "Des Moines Daily News". We found every claim of the "News" as to its city and outside circulation to be strictly true. It showed a strong list in all parts of the state and particularly strong in those counties within 100 miles of the city. The average character of the circulation was excellent and fully sustained the high reputation of your paper as an advertising medium.

Very truly yours,

Edgar A. Pettingill
Adv. Mgr.
Harris-Emery Co.

IN PROGRAMMES.

The paragraphs that follow, from the *New York Times* of Nov. 1, indicate that programme advertising may, after all, not be as profitable as the solicitors of it aim to make us believe:

Advertising on theater programmes, about which there is so much complaint by ladies, is hardly less annoying in general than that indulged in by members of several companies in town at the present time. Names of patent medicines, so-called breakfast foods, brands of whisky, makes of typewriters and sewing machines, and even chewing gums and cigarettes are dragged into the lines which some of the players speak, presumably for the pecuniary benefit of both manager and actor. People go to the theater to be amused, and such things annoy and disgust. Last evening, after one of these wholly irrelevant advertising injections, a lady remarked: "There's one more article for my black list." Later it developed that several ladies that do not like this sort of thing have agreed that they will not use the things thus thrust under their noses when they are not shopping, but looking for amusement. Between the acts she said: "Something should be done to check this sort of thing, and we hope other ladies will follow suit. Theater managers, not content with getting \$2 apiece for seats in their theaters, thrust upon us programmes strung out over ten or a dozen pages all printed in nasty black ink to ruin every pair of gloves we wear to the theater. There will be a day of rejoicing among ladies when managers again provide us with a small and neatly printed programme, giving simply the cast, the scene plot, and possibly the programme of music to be performed between the acts. As it is now, there are pages of advertisements of all sorts of things we don't want to see when we are after pleasure instead of seeking bargains. I suppose it is 'business' for managers to have the size of their bills reduced

by announcing that So & So makes the costumes. This & That the shoes, and that a lot of other people supply wigs, corsets, gas fixtures, electricians, paints and powders, flowers, carpets, furniture, hats and about everything else used on the stage. That, however, is no reason why we should have our gloves ruined at every performance by being forced to turn over pages of that sort of thing while trying to find out who is playing this or that character. Women have as great a grievance in this matter as they have in the annoyance caused by thirsty men who will go out between each act to get a drink. They have an even greater one than men ever had in their complaints about the theater hats, a nuisance which the ladies have by common consent abated, by the way. Now that we have done our part the managers owe us something, and they should stop bargain counter advertising on their stages and give us programmes that will not ruin our gloves when we handle them."

"FREE."

There is no word that has been so abused, so cheapened advertising as has the prolific misuse of the word "free." It will bring letters, but only from a class who have no money and want something for nothing. No business can be established out of such inquiries.—*Mail-Order Journal*.

STEREOTYPED ADVERTISING PHRASES.



"AN EXCELLENT OPPORTUNITY."

Nashville's great Dry
Goods House says : : :

The Banner

is the paper.

Mr. Charles B. Castner, Secretary and Treasurer of the Castner-Knott Dry Goods Company, of Nashville, Tenn., one of the largest department stores in the South, and Nashville's largest advertisers, has this to say about the BANNER :

"I believe that an afternoon paper, such as the BANNER, is the best medium for us to largely advertise in. Experience has taught us that it is to our best interest to do this. Last month we spent more money with the BANNER than with other newspapers and all other ways combined. The month's business was not only very satisfactory, but largely in excess of any previous month. That should be proof conclusive that we are well pleased with the results from our advertising in the BANNER. The BANNER not only reaches the classes but the masses."

BANNER PUB. CO.,

E. M. FOSTER, Mgr.,

NASHVILLE, - - TENN.

Representative Foreign Adv't'g,

S. S. VREELAND,

150 Nassau St., N. Y. City.

THEIR STATEMENT

[Published in PRINTERS' INK, Dec. 12, 1900.]

No. 1.—"Sworn circulation—20,647.

MILWAUKEE, NOV. 21, 1900.

*"C. H. Eddy,
10 Spruce Street,
New York, N. Y.*

"DEAR SIR—We send you by express 200 copies of our latest daily circulation statement. It speaks for itself; an increasing, legitimate, paid circulation.

No. 2.—"Our advertising also speaks for itself; we have by actual measurement from 10 to 25 per cent more columns of advertising in The Evening Wisconsin per week than any other daily paper in this city.

No. 3.—"We charge and obtain 5 to 10 cents per inch more than any other paper in this city; what better proof can we give of the value of The Evening Wisconsin as an advertising medium? Nobody here doubts it. The name of every general advertiser in the city of Milwaukee is upon our books as a constant user of its columns, with one exception. No other paper in this city can say as much truthfully. All the stuff and brag which some papers and agents are using goes like chaff before the wind when the facts and truth are known as you know them.

Very truly yours,

THE EVENING WISCONSIN COMPANY,
A. J. Aikens, Gen. Mgr."

[Read proposition Journal Co. on opposite page.]

OUR PROPOSITION

- No. 1**—The Journal Company will give \$1,000 in cash to any foreign advertiser or advertising agent who will investigate and make public the total paid circulation of The Evening Wisconsin, said report to be verified by an expert bookkeeper to be selected by the two largest local houses and advertisers of Milwaukee—Gimbel Brothers and the T. A. Chapman Company.
- No. 2**—The Journal Company will pay \$1,000 in cash to any foreign advertiser or advertising agent who will investigate the advertising records of The Evening Wisconsin and The Milwaukee Journal, if the Journal Company fails to prove by the records of the two newspapers claim No. 2 of The Evening Wisconsin to be unfounded in fact.
- No. 3**—The Journal Company will pay \$1,000 in cash to the same foreign advertiser or advertising agent if the Journal Company cannot prove by the records of the two newspapers and the advertisers themselves that the regular advertising charges of The Milwaukee Journal are higher by 5 cents to 15 cents per inch than are the regular advertising charges of The Evening Wisconsin. That "better proof" is the best proof, and when a statement is questioned, the best proof is record evidence, and if The Evening Wisconsin will throw open its circulation and advertising records to the foreign advertiser or advertising agent and an expert bookkeeper to be selected by Messrs. Gimbel Bros. and the T. A. Chapman Company, the Journal Company will give to the Associated Charities of Milwaukee \$1,000 in cash.
- No. 4**—If the Evening Wisconsin Company will consent to open its circulation books and records to an investigation by an outside advertiser or advertising agent and an expert bookkeeper to be selected by Messrs. Gimbel Bros. and the T. A. Chapman Company, and the Journal Company fails to prove that the paid city circulation alone of The Milwaukee Journal is larger than is the total paid circulation of The Evening Wisconsin, the Journal Company will give \$1,000 in cash to the foreign advertiser or advertising agent and \$1,000 in cash to the Associated Charities of the city of Milwaukee.

The Journal Company agrees to open, without any qualification whatsoever, all its circulation and advertising records to the outside advertiser or advertising agent who may obtain similar consent from the Evening Wisconsin Company.

THE JOURNAL COMPANY,
L. T. BOYD, Manager.

A CHINESE DAILY.

This account of a Chinese daily in San Francisco is given by the *Chicago Chronicle*:

There are sixteen men on the staff of the *Chung Sai Yat Po*, headed by Ng Poon Chew, who is the brains and push of the whole concern. He is editorial writer, managing editor, news editor, city editor, exchange editor and business manager. Then there are two staff writers, six typesetters, one proofreader, one pressman, one business office clerk, one advertising solicitor, two regular carriers and one cook. The typesetters get \$25 a month each and their board and lodging. That is why there is a cook on the staff. All the staff sleep in apartments back of the pressroom and eat in the business office. Breakfast is at 9 in the morning, dinner at 4 in the afternoon, and supper about 10 at night. The proofreader works only in the afternoon. In the forenoon he is a private school teacher elsewhere. The wages of the typesetter, together with the board and lodging, are equivalent to pay of \$40 a month. In China the same service with board would bring \$15 a month. But there are no professional Chinese typesetters, movable types being still a novelty. The typesetter has to be broken into the business. That is the way Ng Poon Chew secured his present staff.

There are more than 1,000,000 types in the more than 100 cases that reach from the floor to the height of a man's head. There are between 6,000 and 8,000 pounds of type in the cases, for each char-

acter is considerably larger and heavier than English type of common size. Two tons of still larger type have been ordered from Japan, where it can be made much faster than in China.

Instead of the simple twenty-six letters used in the English alphabet the Chinese typesetter must wander among more than a hundred cases containing 11,000 characters.

These characters are arranged in 214 correlative groups, each of which contains the words of similar root or radical. For example, all diseases are in a group, and all trees in another. In this way the work of the typesetter is simplified. Instead of remembering the particular compartment for each of the 11,000 words he learns the location of each of the 214 groups.

The Chinese type cases are inclined upon A-shaped racks and are grouped according to the relative commonness of the words. In setting up an article in type the Chinese frequently has to walk more than a mile, turning up and down the little alleyways of cases, picking out a type here, selecting another there, crossing from side to side, winding in and out among the racks and slowly building his sentence, from the metallic blocks of strange looking symbols.

The *Chung Sai Yat Po* is an evening paper and has no Sunday edition. It sells readily for five cents per copy.

THE POWER OF THE AD.

Dr. Chargem (anxiously)—What on earth has run you down so lately?

Busiman—That little ad of mine.

Dr. Chargem—And what will hinder you from taking a rest?

Busiman—That little ad of mine.

AT this office, 10 Spruce Street, New York, THE GEO. P. ROWELL ADVERTISING AGENCY keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

FOUR MILLION MAIL-ORDER BUYERS.

The latest notion is to the effect that there are just four million mail-order buyers and that these can be reached by some one list of publications. Where the statistics come from, we don't know. They are wrong, however. To make a limit of four million as to the number of mail-order buyers in America shows woeful ignorance of the true status of the business. The Arbuckles alone have considerably in excess of two million different names on their lists of persons who have done business with them on their premium system by mail. There is no doubt that the two largest mail-order houses in Chicago jointly compile their lists, then re-compile with the Arbuckles and easily show over four million mail-order buyers. Mind you, we are accounting for four million, in mentioning only three concerns. Now take the immense lists of hundreds of other concerns in various lines. Cornish & Co. can easily show the addresses of one hundred thousand different piano or organ mail buyers (or would-be buyers). Lyon & Healy could produce a list of musical instrument purchasers, not conflicting with that of Cornish, which would make any stranger's eyes bulge. Then consider the hundreds of thousands of persons who have by mail ordered goods of the premium department of *Youth's Companion*. Give a little thought to the probable size of the lists of mail-order medical specialists, not

overlooking the "absent treatment" advertisers. Next try and conceive lists of something like two million people who have bought books of Lupton within the last three years. Just reckon tons of mail matter received by the goods-on-credit advertisers. Consider the fact that Ingersoll's watches are sold to the extent of a million a year, principally on mail-order advertising. If it were practicable to take all the lists of addresses, owned by the mail-order advertisers, which have accumulated within the past three years, we would wager our whole establishment against a ton of coal that the list would come nearer to twenty million than to four million.—*Our Silent Partner*.

A PARISIAN IDEA.

PARIS, Dec. 25.—Mlle. Jane Dortzal is the most beautiful woman in all France. Her gowns are Parisian models of fit and good taste. She is a familiar figure in the theaters and restaurants. On the question of dress she is exceedingly obliging. All inquiries are answered fully. One dressmaker was always referred to until recently, when she began to praise another dressmaker's handiwork. The whole scheme has been exposed in a lawsuit. Mlle. Dortzal was hired at a salary of \$6,000 a year to wear costumes made exclusively by her employer and boom his trade among her acquaintances. Her employer declares she accepted \$2,500 from a business rival to say she was hired to wear the gowns, but would prefer dresses made by his rival. The case is pending in the courts.—*New York World*.

HOW ABOUT BEFORE THE FLOOD.

People have said that an advertising style that would sell goods in one part of the country would not do for another part. That's all nonsense. People are people, and they have been people ever since the flood.—*Facts*.

ADVERTISING MANAGER

INDIANAPOLIS PRESS, City.

DEAR SIR—THE PRESS reaches the people; that is known. Advertising in its columns always sounds an echo in the shape of results.

J. D. PEARSON, Druggist.

PERRY LUKENS, JR., Eastern Representative, Tribune Bldg., New York.

NOTES.

"A WARM proposition—these chest protectors, 25 cents," is the seasonable sign in a Chicago druggist's window.

C. H. EDDY, of 10 Spruce street, New York City, has been appointed New York representative of the Hartford *Courant*.

ON January 1, 1901, Mr. Paul Block, of 311 Vanderbilt Building, New York City, became New York representative of the Rochester (N. Y.) *Democrat and Chronicle*.

"NEWARK for 100 Years," a chronological list of happenings in the New Jersey city for the century, was given in the issue of Dec. 31, 1900, of the Newark *Daily Advertiser*.

LEXINGTON, Kentucky, is famous for racing horses, whisky and men who are apt with guns. If the Christmas edition of the Lexington *Morning Herald* for last year is any indication, Lexington will in the present century be also noted for Christmas editions. That issue is said to be the largest and handsomest of any newspaper ever published in the famous Kentucky town.

COLONEL H. S. SMITH, formerly business manager of the Los Angeles *Herald*, has assumed charge of the business office of the San Francisco *Evening Post*. He is a man of wide experience and is expected to infuse new life into the business management of the paper. The *Post* is now better equipped than it ever was before, and should cut a wide swath in the evening field.

R. E. ISMOND, who was elected president of the Industrial Location Committee of the Real Estate Board on Saturday, is already at work on plans for advertising the advantages of Chicago as a manufacturing center. Advertising matter is to be distributed throughout all the large cities of Europe, and efforts will be made to secure the location of new industries in Chicago. Robert P. Walker is secretary of the committee.—Chicago (Ill.) *Tribune*, Dec. 24.

THE Household Furnishing Company, of New Bedford, Mass., has been running a popular conductor and motorman contest. Each purchaser had the privilege of voting for his or her favorite motorman or conductor, the winners in the contest to receive some valuable furniture. The highest number of votes registered in the conductor's column is 2,798, and the most popular motorman has 4,842 votes to his credit, the others ranging from 1,000 down.

THE Ward Drug Co., 56-58 Warren street, New York, uses peanuts to advertise its remedy, "Saturday Night." On opening one of these peanuts instead of finding a nut one is surprised to find a little roll of paper on which is printed the words: "Persons of refinement cleanse their system once a week with 'Saturday Night,' once a week remedy. All druggists, 25c." The shells of the nut are pasted together cleverly. PRINTERS' INK had a description of this advertising idea in its issue of July 25, 1900.

JOHN W. KASTLE, secretary of the American Newspaper Syndicate, was to-

day informed by the District Commissioners that their attorney has advised them that it is not against existing law to distribute advertising matter in sealed envelopes by dropping the envelopes in vestibules and then ringing the door bells. This construction of the law by the attorney for the district has been the subject of adverse comment by a number of people, who contend that if such a practice is not unlawful it should be made so by an amendment by the commissioners of the police regulations relating to such matters.—Washington (D. C.) *Star*, Dec. 24, 1900.

IN THE WEST.

LEAVENWORTH, Kan., Dec. 28, 1900.

Editor of PRINTERS' INK:

In your issue of Dec. 26 you publish a communication from one Frank A. Heywood headed "No Changes Along the Missouri." Being a citizen of the city of Leavenworth, mentioned by him as one of the ports for river steamers, I may be believed when I say that the sound of a steamer's whistle on the Missouri River, at this point, is such a novelty, and has been for many years, that hundreds of people would flock to the water's edge to see her pass. In fact, the river has, for several years, been unnavigable between all the ports mentioned, to all but the smallest flat-bottomed government steamers. With regard to newspapers, will say that those published in the very towns he mentioned are all modern in every respect, employing advertising men who read PRINTERS' INK and published from offices equipped with the latest and most approved machinery. Allow me to assure the readers of your valuable and much read paper that the West and especially the river towns are very much awake. Yours respectfully,

FRED W. JAMESON.

"AN ADVERTISED ARTICLE."

WOLFEBORO, N. H., Dec. 25, 1900.

Editor of PRINTERS' INK:

In your valuable paper of October 24, 1900, you say that there is a demand for a word meaning "an advertised article." How will advertrem do? It is logically and etymologically perfect. The word is a compound of *advertēre*, which means "to turn to," and *rem*, the accusative of *res*, a thing. The word means literally a thing to which attention is turned; that is, "an advertised article." The following sentence shows how the word may be used: "All the leading advertrems in our line constantly on hand." Truly yours,

EDGAR LINDLEY WARREN.

WURTSBORO, N. Y., Dec. 24, 1900.

Editor of PRINTERS' INK:

For an advertised article we suggest "Advit," abbreviated and transposed from "it was (or is) advertised."

Yours truly, HARDING'S SIGNERY.

SOUTH WOODFORD, London, Eng.,
Dec. 27, 1900.

Editor of PRINTERS' INK:

Advertum—An advertised article.

Adverttee—An advertised person.

Yours truly, H. C. WILLMOTT.

IN PHILADELPHIA.

PHILADELPHIA, Dec. 24, 1900.

Editor of PRINTERS' INK:

Among the most amusing sandwich men are the ones advertising Juniper Tar. There are two, and no better two men could have been selected to exemplify "the long and short of it." One is a big man, over six feet in height, with fierce red mustache, haughty stare and swinging gait. To his breast and to his back are pinned white oilcloth signs, with the following announcement displayed in bold, black letters: "I Use Juniper Tar." His traveling companion is an insignificant-looking, little man, scarcely five feet tall, thin, with a "please-don't-touch-me" expression on his face. He, too, has similar placards which read: "I Don't."

Almost all of the coal holes on "Piano Row" have been made to serve as illuminated signs, and at night the pavement in front of the music houses becomes converted into a vari-colored advertisement. Red and green seem to be the favorite colors.

Very truly yours, JOHN H. SINBERG.

IN BOSTON.

BOSTON, Mass., Dec. 26, 1900.

Editor of PRINTERS' INK:

Live window exhibits are always a good advertising feature in a store, and the Iver Johnson Arms & Cycle Company have made good use of this fact to advertise some of their goods. They had a trained dog circus in their window for a week, a short time ago, and as the canines were put through their paces crowds gathered about the windows and stood on tiptoe to enjoy the sight. When the dogs were through they were fed with some of Austin's dog bread, which was being advertised in this way, and the show was over for a time. The window was well arranged with other articles, but Austin's dog bread, which was the article it was designed to advertise, was made the central figure.

F. N. H.

THEATRICAL BUSINESS.

HARRISBURG, Pa., Dec. 24, 1900.

Editor of PRINTERS' INK:

We inserted the attached advertisement in a recent issue of PRINTERS' INK with the result that replies were re-

THEATRICAL MANAGERS

who wish to save from 25 to 35 per cent on their printing bills should address

THE PATRIOT, Harrisburg, Penna.

Special prices given on Ladies' Tickets, Herald's and Dates of all kinds.

ceived from as far east as Vermont and as far west as Colorado.

This proves to us that it pays to use.

PRINTERS' INK. Yours very truly,
THE PATRIOT COMPANY,
J. P. McC.

DOESN'T STRIKE US AT ALL.

SAN FRANCISCO, Cal., Dec. 27, 1900.

Editor of PRINTERS' INK:

How would "Ad-did-it" or "Ad-does-it" suit for a short word expressing an advertised article? Yours, etc.,

M. MARCUS.

LO, THE POOR ADVERTISER!

It is suggested that the goods of firms who greedily spoil our greatest beauty spots to advertise their wares be generally boycotted. Only step a foot on the grass in Central Park and a policeman will pounce upon you. Yet gaze across the Hudson and you will see that the sign painter has been permitted to deface the noble Palisades with praise of pills, soaps and sarsaparilla. Go on a railway journey through out beauty spots, and you find our valleys hideous with advertisements of every kind of commodity painted on unsightly board fences. Barns that would otherwise be picturesque are red, black and yellow with jarring advertising catch-words. Noble trees are tricked out with gaudy tin signs that make a true lover of the beautiful do more swearing than buying. Hillsides that once reflected back the beauty, love and peace of nature are made abhorrent by this advertising vandalism. It is astounding that the advertisement fiend should have a vaster liberty allowed him than any other member of the community. It is disheartening that, while this evil is on an amazing increase, nothing effective is being done against it. Perhaps the suggested general boycott would be the best weapon, but law-makers should also be urged to give their attention to the evil. In all our large cities passengers in street cars are confronted with glaring advertising cards that cannot but have an inharmonious effect on the beholder. Yet these railroads are organized for the passenger carrying trade; nothing in their charters allows them to earn one dollar by becoming advertising mediums. It is strange that the newspapers, in their own interest, do not seize upon this point and agitate ceaselessly for reform. That would be an effective start of a crusade that would remove these advertising offenses against the taste and mental comfort of a long-suffering public.—*Leslie's Weekly*.

THE quicker the advertiser takes the reader into the heart of the story the better chance he has of making a customer of him.—*New England Grocer*.

STEREOTYPED ADVERTISING PHRASES.



"SEND FOR A POSTAL."

GRADY'S CATS.

Henry W. Grady's statue in Marietta street recalls a story of his career in Rome, Ga., as editor, etc., of a newspaper whose struggles for existence were hard indeed. "Dolph" and "Wes" Rounsaville, big merchants, declined to advertise notwithstanding Grady's persistent entreaties. "We don't need to advertise," said "Wes," senior partner. "It won't do any good. Nobody reads advertisements anyway." "Don't read 'em?" cried Grady. "I'll show you." The next day's paper followed one of the editor's brilliant articles with this notice: "Wanted—Immediately, 2,000 cats, for which we will pay 50c. each. J. W. Rounsaville & Bro." It rained, snowed and hailed cats. Every boy in town stole cats to sell. Farmers hauled them in from the country. The railroads brought them by freight and express. They arrived in sacks, bags, boxes, kegs and barrels. "Wes" and "Dolph," who had not read the advertisement, were nearly paralyzed with fear. It was the town's business to stand about the corner of the store and enjoy the fun. Grady himself leaned against a telegraph pole splitting with laughter and crying with every fresh breath: "Nobody reads advertisements, eh? Nobody reads 'em?" The Rounsavilles were glad to compromise on a contract for a year's ads.—*N. Y. Press.*

NOT A BAD IDEA.

An advertiser who can get his display advertisements as near to news as possible—no matter what may be the character of the so-called "news"—usually imagines that he has scored a very considerable point. I now want to suggest that he might do quite as smart a thing by writing his copy as news, and causing it to be placed in the midst of the displayed advertisements. It is all a question of "light and shade." Amongst a lot of open advertisements a solidly set one shows up as well as a freely-displayed announcement does amongst more crowded type. Let an advertiser who has been using a three or four inch displayed space try, by way of change, an advertisement set as news, with a bold heading, and the text "indented" (as printers call it) half an inch. That advertisement will not be overlooked and, with wording frequently changed, should arouse interest and bring business.—*Newspaper and Poster Advertising.*

CURIOUS ADVERTISEMENTS.

"A country clergyman would feel most thankful to any benevolent lady who would kindly take into her service a strong, motherless girl of sixteen, whom he is anxious to get from home, but whom he cannot recommend for honesty and truthfulness."

And still more robust in its candor is the following irresistible appeal:

"Required a kind master for an excellent black retriever dog. Owner parts with him on no other account than his savage tendencies."

Who got the dog, one wonders vainly, and who secured the services of the strong young thief?—*New Lippincott.*

HOW OUTDOOR ADVERTISING HAS DEVELOPED.

In the first place it was the custom to paint various crude legends upon rocks along the railroads. Then farmers were persuaded to let the sides and roofs of their barns for the sake of having them painted. Then wooden signs were erected in the fields, and to-day the principle of making railways hideous has been applied with a vengeance to the elevated roads. For one month's rent of the large bulletin boards, sixteen feet by twenty-four, which exist everywhere in this city, the billposting agencies receive \$4. For painted signs much more than this is paid, and for the large electric novelties which are displayed on Madison and Longacre Squares thousands of dollars are expended yearly. Now comes the kite-flying company and offers to place a banner in the heavens for \$50 a week.—*N. Y. Evening Post.*

A COMMERCIAL PILL.

Advertising is not yet an exact science and may possibly never be—neither is medicine. It is not always possible to directly trace the effect or benefit of an advertisement, and some there are who do not favor advertising for that reason, although they do not deny its power to do them good. These same fellows will willingly take a pill for a torpid liver, when no man on earth can tell them why that pill will act. They know it is a regulator and take it—they know the advertisement is a regulator and they won't take it. Great reasoning! Perhaps they can see the difference in physical and commercial sickness—we confess we can't.—*Music Trade Review.*

ADVERTISING is simply an inexpensive and effective way of talking to a good many people at the same time.—*Agricultural Advertising.*

STEREOTYPED ADVERTISING PHRASES.



"NO MAN SHOULD BE WITHOUT ONE."

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

CALIFORNIA.

San Francisco (Cal.) *Chronicle* (1).—The *Chronicle* circulates in over 37,000 homes in the city of San Francisco alone; it is the home paper. In standing, influence and circulation it is the foremost newspaper on the Pacific coast. It is the morning paper of San Francisco.

San Francisco (Cal.) *Examiner* (1).—The reports of the water and gas companies show that there are 48,000 houses in San Francisco occupied by English-speaking people. The *Examiner* is regularly delivered to 40,000 homes in San Francisco by carrier. Books and reports open to the inspection of any advertiser.

ILLINOIS.

Chicago (Ill.) *Chronicle* (1).—It appeals to every intelligent and worthy citizen. Its influence is wholesome as its methods are enterprising, clean and honest.

Chicago (Ill.) *Drovers Journal* (1).—The Chicago *Drovers Journal* occupies a field peculiarly its own. As Chicago is the greatest live stock market in the world, so the Chicago *Drovers Journal* is the foremost publication devoted to that great industry. Its contents are prepared by a corps of trained experts in the several branches, whose long years of experience have made them masters of the situation. If the Chicago *Drovers Journal* is noted for one thing more than another, it is the correctness and reliability of its contents. Such a publication is regarded as authority and patronized by the very best class of stockmen and farmers. Circulation: Daily 37,000 semi-weekly 15,890, weekly 14,310.

Chicago (Ill.) *Freie Presse* (1).—Did you know there are over 400,000 Germans in Chicago who are a thrifty, well-to-do class of people, and have money to spend for worthy articles? If you want to catch their trade, advertise in the columns of their favorite papers, *Freie Presse*, published daily and weekly, *Abend-Presse* and *Daheim*, the great German Sunday paper.

Chicago (Ill.) *Hearst's Chicago American* (1).—The twentieth century newspaper attained a Sunday circulation eight weeks after its first issue, greater than any Chicago Sunday newspaper.

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

had ever claimed, and is still far in the lead of any competitor. Advertising rates of both daily and Sunday thirty cents per line, with discounts for time or volume. No extra charge for broken columns, display or cuts.

Chicago (Ill.) *South-Side Daily Sun* (1).—The *Sun* is Chicago's great suburban daily. Full leased wire service of the Scripps-McRae Association, and all the local news. The best medium through which to reach Chicago's great South-Side population.

Quincy (Ill.) *Journal* (1).—The *Journal* is one of the largest, most expensively gotten up, and is the most widely circulated daily paper in the State of Illinois outside of Chicago; and its circulation exceeds, with one exception, that of any daily paper printed in Missouri outside of St. Louis and Kansas City. The *Journal* uses more print paper, more printer's ink and pays more second-class postage than all the other daily and weekly papers in Quincy.

INDIANA.

Indianapolis (Ind.) *News* (1).—Is the recognized advertising medium for the State of Indiana; it thoroughly covers its field.

Indianapolis (Ind.) *Sun* (1).—The situation in Indianapolis is this: The morning newspaper field is divided between two rival papers. The evening two-cent newspaper field is divided between two rival papers. The evening one-cent field is occupied exclusively by the Indianapolis *Sun*. The latter field can be reached in no other way than through the columns of the *Sun*. Only one other paper in Indiana has a larger daily circulation than the *Sun*.

IOWA.

Davenport (Iowa) *Times* (1).—Guaranteed circulation and the most of it in Davenport and vicinity is what the Davenport *Times* offers advertisers who are considering placing business in Iowa. Circulation guaranteed by the Advertiser's Guarantee Company's \$50,000 bond. One-half of Davenport reads the *Times* and forty other Iowa towns depend on it.

Dubuque (Iowa) *Telegraph* (1).—For thirty years the leading paper of Dubuque is the proud position of the Dubuque *Daily Telegraph*. As shown by a house-to-house canvass, it reaches more people by 50 per cent than all other Dubuque papers combined. The semi-weekly *Telegraph* has a larger circulation than any other Iowa weekly. Circulation: Daily, 6,000; semi-weekly, 15,000.

KANSAS.

Topeka (Kan.) *Kansas Farmer* (1).—Keep your eye on Kansas. Total value of farm products and live stock for this

blessed year of 1900 is \$440,967,000. The Kansas Annex—Oklahoma—is more prosperous than ever, owing to bountiful crops of all kinds. The only weekly medium that thoroughly covers this most prosperous region of agricultural America is the *Kansas Farmer*.

KENTUCKY.
Louisville (Ky.) *Commercial* (1).—The *Commercial*, the only metropolitan Republican newspaper in Kentucky, is the natural medium through which to reach more than 193,000 Republicans who cast their votes for Governor W. S. Taylor, a fact fully appreciated by shrewd advertisers in both local and foreign fields.

LOUISIANA.
New Orleans (La.) *Item* (1).—Average circulation exceeding 20,000 per day. The best medium to reach the homes.

MARYLAND.
Baltimore (Md.) *Herald* (1).—All purchasers of publicity will note: 1st—That the morning and Sunday *Herald* now leads in the field of Baltimore journalism. 2d—It has character, quality and an individuality all its own. 3d—It is read by the masses as well as the monied classes. 4th—Every copy printed means a possible purchaser. 5th—The morning and Sunday *Herald* circulates through newsdealers in Maryland, Delaware, Pennsylvania, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Tennessee, Florida. 6th—The *Herald* is an all round paying proposition for advertisers and purchasers of space. A traveling agent of a large and leading house states that it is the most satisfactory paper in Baltimore to contract with, as he knows exactly what he is buying, and furthermore, he is enabled to buy at a satisfactory price. 7th—The Baltimore field cannot be covered without using the *Herald*, morning and Sunday, and furthermore, it can thus be covered cheaper than in any other way.

Baltimore (Md.) *News* (1).—The *News* is read by more Baltimoreans than any other newspaper. No other one paper so thoroughly covers the local field. It is the afternoon paper of a city of 600,000 people, with three morning mediums. In the homes of the Monumental City the *Baltimore News* is the favorite paper, made so by its high-grade news character and special features appealing to each class of citizens. An advertisement in the *News* enables a single appropriation to cover the Baltimore field.

Baltimore (Md.) *Sun* (1).—Will you participate in the harvest? A golden harvest is awaiting good advertisers of good goods. More than one-half of all the purchasers of the Baltimore *Sun* read no other daily paper; hence the above interrogation. Do you see the point? The weekly *Sun* is the *vade mecum* of the farm, village and factory folk of Maryland, Delaware, Virginia, West Virginia and Southern Pennsylvania. It is the peculiar representative of the peoples of the territory mentioned. No other paper has the influence that is conceded the Baltimore weekly *Sun*. A trial will convince the most skeptical of its merits. Write for rates, sample copies, etc.

Baltimore (Md.) *World* (1).—The

Baltimore *World* is the great want advertisement medium of Maryland. It has the second largest daily circulation in Baltimore and reaches more of the masses than any other newspaper.

MASSACHUSETTS.
Boston (Mass.) *Christian Endeavor World* (1).—The *Christian Endeavor World* represents the young adult element of the Protestant Evangelical churches of the country. It publishes 95,000 copies every week, and will prove it to any one's satisfaction. It holds the patronage year in and year out of scores of the best-known advertisers of the country, and stands as one of the three greatest religious papers published in this country. For more than seven years has been represented among advertisers by the same three men: George W. Coleman, advertising manager, Tremont Temple, Boston; C. A. Goodwin, Association Building, Chicago; L. B. Bromfield, Temple Court, New York City.

Boston (Mass.) *Profitable Advertising* (1).—Aside from its intrinsic value, there is a certain prestige attached to representation in the columns of the recognized leader in any field of journalism. Live publishers appreciate this point and keep the merits of their mediums before the advertising world through its acknowledged trade journal, *Profitable Advertising*. A straightforward, independent business policy has placed this magazine in its present position—a position which it purposes to fully maintain.

Boston (Mass.) *Traveler* (1).—In point of evening circulation the Boston *Traveler* is the biggest thing in all New England. It has a larger circulation by more than 15,000 than any evening paper, or of the evening editions of any morning paper in Boston or New England.

Boston (Mass.) *Zion's Herald* (1).—Readers of religious papers are found all over the country. They are not limited to the neighborhood of cities, as is too true of many of the great dailies. But into the remote hamlet, as well as the city, wherever the mails go, there goes the religious paper. *Zion's Herald* has its readers in every town in New England where you can find Methodists. Have you an article that appeals to this solid class of people? Do they know of it, or have you been neglecting them? If the latter, how can you expect them as customers? Moral: Advertise in this paper.

Holyoke (Mass.) *World* (1).—The *World* reaches the best people of Holyoke, being delivered by carrier direct to the home. As an advertising medium, it is unexcelled in its field. Rates reasonable and furnished on application.

Detroit (Mich.) *Christian Standard* (1).—Has never missed an issue, is influential, of high character and very progressive. Circulation weekly 40,000 proven. No proof—no pay. Advertising rate 30 cents a line; space rate less than two-fifths of a cent per line per thousand circulation, which is lower, circulation and character considered, than any other similar newspaper.

MINNESOTA.
Minneapolis (Minn.) *Times* (1).—The Minneapolis *Times* is the only exclusively morning daily in a city of

over 200,000. The *Times* has but one rate and that is a flat rate. One and the same rate to all. No discount for time or space. The *Times* paid Sunday circulation is guaranteed double that of any other Twin City Sunday paper. The *Times* has the largest bona fide paid circulation of any morning or all-day issue in the Northwest. Circulation receipts will prove this. Books open at all times for the inspection of advertisers. It is a positive fact that the *Times*, as a newspaper, is without an equal in the Northwest. The women read the *Times* to save money. They are interested in the information it contains. Honest circulation—honest rates. The *Times* reaches well-to-do families who have money to spend. There is no paper anywhere that has a stronger hold upon its readers. They pay their money for it and therefore read it more carefully. The *Times* is recognized wherever read as a leader.

St. Paul (Minn.) *Dispatch* (1).—"St. Paul's leading newspaper." Printed more columns of advertising during 1899 than any other daily paper in St. Paul or Minneapolis, including the Sunday editions of the morning papers. All advertising in the St. Paul *Dispatch* is strictly cash—no trades or exchanges. The St. Paul *Dispatch* claims to have a greater bona fide paid circulation than any other paper in Minnesota, and stands ready to prove it. Our circulation is backed by a bond for \$50,000.

St. Paul (Minn.) *News* (1).—Five cents a line, yearly rate. Recognized by local advertisers as the most desirable medium published in St. Paul.

MISSOURI.

Kansas City (Mo.) *World* (1).—Six cents a line, yearly rate. Based on 40,000 daily circulation. Proportionate discount from rate in case circulation is less than 40,000 any issue.

St. Louis (Mo.) *Christian Evangelist* (1).—The *Christian Evangelist* is a weekly family and religious journal. It is one of the two oldest papers in the Christian Church (Disciples of Christ), now one million strong. Its territory is the Middle West with Missouri as a center. It ranks side by side with the oldest and best of the family and religious journals. Its pulling power is attested by nearly all the leading advertisers for a generation and more. Its circulation and other information made known by any agency or by Barclay Meador, advertising manager.

St. Louis (Mo.) *Westliche Post* (1).—The largest German-American newspapers in circulation, prestige and result-producing qualities for advertising are the St. Louis *Westliche Post* (morning issue), *Anzeiger* (evening issue), *Mississippi-Blätter* (combined Sunday issue), *Weekly Westliche Post*, *Weekly Anzeiger des Westens*, covering not only St. Louis, the population of which is over three-fifths German, but the entire Southwest, Illinois, Iowa, Nebraska and all Western States. We carry every line of local and foreign advertising in our papers which appears in this section of the country, and no English paper in this city excels our publications in quality and quantity of news, advertising and circulation. We guarantee returns of advertising in our paper. We recognize the mutuality of interests between ad-

vertiser and newspaper publisher, and want every advertiser to be satisfied with the returns or we do not want his money. Ask any wholesale or retail druggist, any business house in St. Louis about the merits of our publications and they will tell you that you must use the *Westliche Post* and *Anzeiger* if you want to be successful in St. Louis and its territory and be sure of results.

NEBRASKA.

Lincoln (Neb.) *German-American Farmer* (1).—In States where the land is rich, where the farms are of good size and the farmers prosperous, there the circulation of the *German-American Farmer* is the largest. You can tell at a glance the farms owned by Germans—by the appearance of the fields, by the condition of the horses and other live stock, by the size of the barns and the care of the machinery. Let us send you a map showing where our 100,000 subscribers are settled, and please bear in mind that every subscription is paid—the largest paid circulation of any agricultural weekly in the world.

Omaha (Neb.) *Bee* (1).—The new *Illustrated Bee*, issued once a week, is the only mail order medium west of the Mississippi River, using fine screen half-tones, handsomely illustrated, reaching all cities and towns in Nebraska, Western Iowa, the Black Hills, South Dakota and Northern Kansas. No waste circulation—all good.

Omaha (Neb.) *News* (1).—Five cents a line, yearly rate. Guarantees the largest paid circulation of any daily newspaper published in Nebraska.

NEW YORK.

Buffalo (N. Y.) *Courier and Enquirer* (1).—The *Courier and Enquirer* guarantees a circulation in the city of Buffalo alone of 50,000 copies daily, over and above all out-of-town circulation.

Irvington (N. Y.) *Cosmopolitan* (1).—Profitable business and the widening of the field of opportunity follows advertising in the *Cosmopolitan*. It is the kind of business that stays—the sort of opportunity that grows. The result of advertising in the *Cosmopolitan* cannot be measured by its cost, and this is the reason: The *Cosmopolitan* is the work of the resourceful men and women making a new era of literature and art; a publication that appeals to the substantial class representative of ideal American life—people constantly improving, mentally, physically, financially. They regard it the best medium of current information, and read it regularly. No other publication offers advertisers so low a rate.

New York (N. Y.) *American Printer* (1).—To be a successful advertiser you must be familiar with good printing. The *American Printer* is a model for printers the world over. It is handsomely printed on fine paper, and illustrated with artistic engravings of beautiful photographs and inserts in colors. Send for a sample copy.

New York (N. Y.) *Das Morgen Journal* (1).—The great German population of New York is a factor that every general advertiser of any prominence recognizes when placing his advertising in the metropolis. Over a half million of Germans reside in the greater New York alone, while the numerous large cities of the metropolitan district contain an

equally large proportion of German speaking and reading inhabitants. To reach this thrifty reading class, the great national advertisers use *Das Morgen-Journal*. This is the German edition of the New York *Journal*, and it is recognized to-day as the German newspaper having the largest circulation in the United States.

New York (N. Y.) *Hearthstone* (1).—A journal of choice literature, romance and entertaining information, is composed of yearly and short-time subscriptions, together with a limited number of sample copies. The subscriptions come from people who buy the *Hearthstone* because they wish to read it. The names used for the sample copies are selected with the greatest care, the duplicates are carefully sorted out—if there are any complaints among the letters we will not copy them, nor will we purchase any letters for sample copy purposes from advertisers whose announcements might cause disappointment or dissatisfaction. This means that advertisers are sure of reaching a selected list of names of people who have been satisfied and pleased with their experience with advertisement answering. And this circulation as described above never falls below 600,000 copies monthly, and at times greatly exceeds that number. This we stand ready to prove at any time.

New York (N. Y.) *Housewife* (1).—The *Housewife* goes into the homes of more than one hundred thousand intelligent and well-to-do families every month. It reaches the woman-of-the-house who knows a good article when she sees it, who realizes her needs and wants and who is financially able to satisfy them. The advertising rate is 50 cents per agate line per month. One-quarter page—200 lines—\$80 per month. The circulation is never less than 100,000 copies per month, and not a single copy is wasted.

New York (N. Y.) *Illustrated Companion* (1).—The present circulation of the *Illustrated Companion* is guaranteed to exceed 300,000 copies per month, and every legitimate method is being employed to increase this circulation as rapidly as possible. The paper is profusely illustrated and gotten up in a very attractive manner, so that it is sure to be read and appreciated by all who receive it.

New York (N. Y.) *Modern Stories* (1).—Send for a recent copy and ask your agent regarding its pulling qualities. Its circulation is guaranteed to be over 300,000 copies every month in the year and is read with interest by an intelligent, prosperous and buying class who depend upon the metropolitan centers for their personal and home requirements.

OHIO.

Cleveland (Ohio) *Union Gospel News* (1).—The *Union Gospel News* is a home paper. Its subscribers believe in it, consequently have faith in advertisements admitted to its columns. Advertisers believe in its paying qualities. As proof that this is so, trial orders result in yearly contracts, and yearly contracts are renewed from year to year. If you have not tried it do so at once. You cannot afford to leave it off your list.

PENNSYLVANIA.

Philadelphia (Pa.) *Inquirer* (1).—

The Philadelphia *Inquirer* has kept forging steadily ahead in popularity, enterprise and circulation until now it stands far in the lead of all the other newspapers in Pennsylvania. Always fighting for and with the people, victory in every undertaking has crowned it with success, and this is the strongest possible proof of its value as an advertising medium.

Philadelphia (Pa.) *New Ideas* (1).—We will guarantee a monthly circulation of not less than 150,000 copies. For mail orders and agents there is no better advertising medium than *New Ideas*. A sample copy will be sent on request.

Philadelphia (Pa.) *Table Talk* (1).—Brings good returns to advertisers of food products, table delicacies, kitchen helps and household articles because it is just what every housekeeper wants every day, and it is referred to every day by its readers. It has become the guide of the housewife in selecting the table supplies. The advertisements in *Table Talk* are read, because our subscribers know they can rely upon its advertisers.

Pittsburg (Pa.) *Dispatch* (1).—The shrewd advertiser always selects mediums that will reach buyers. The Pittsburg *Dispatch* (daily, Sunday and weekly) is acknowledged to be the best advertising medium between New York and Chicago. It leads in advertising, in circulation and in news.

Wilkes-Barre (Pa.) *Times* (1).—The Wilkes-Barre *Times* is the leading evening journal of the anthracite coal regions. Delivered by carriers at 40 cents a month. Circulates in 65 cities and towns in Northeastern Pennsylvania. Largest circulation. Best advertising medium. Full leased wire press reports. The Wilkes-Barre weekly *Times* reaches every postoffice in Luzerne County and circulates extensively throughout the State. All important legal advertisements and complete reports of the proceedings of all the county courts will be found in its columns.

MANITOBA (CAN.).

Winnipeg (Man.) *Free Press* (1).—Canadian gold is equal to the best and a share is due you if you have anything good to offer the Western public between Winnipeg and Alaska, providing you express yourself clearly through the columns of the daily, weekly and semi-weekly *Free Press*. Bear in mind that west of Toronto no paper has a circulation equal to 50 per cent of the *Free Press*. This is universally conceded here and you have only to ask the first man you meet from Western Canada for corroboration.

ONTARIO (CAN.).

Ottawa (Ont.) *Citizen* (1).—The Ottawa *Citizen* is one of Canada's leading dailies. The only morning paper in the capital of Canada, and the only morning paper between Toronto and Montreal. The evening *Citizen* is the brightest and best evening paper in Ottawa. You can secure a rate for both papers.

Toronto (Ont.) *Globe* (1).—The business field in Canada can be reached more effectively through the Toronto *Globe* than by any other means in the Dominion. The average daily circulation for the first six months of 1900 was 49,165. Sworn statement of circulation and rates furnished on application.

IN BINGHAMTON.

PRINTERS' INK, a journal for advertisers published weekly, prints in the issue of Dec. 12 some statements in regard to circulation of papers in different parts of the country, under the caption of "What Some Publishers Assert." Immediately under that head in italic letters is the quotation from Psalms cxvi-11th: "I said in my haste all men are liars." Among the assertions of the publishers is the following by the publisher of the *Leader*, of this city:

"The actual average circulation of the *Leader* every issue for the past year was daily 12,059; weekly 7,640. No other daily claims over 8,000. The *Leader* is fully fifty per cent ahead of its competitors. The weekly *Leader's* circulation is greater than all the Binghamton weeklies combined. Furthermore, the *Leader* is the accepted and recognized 'want' medium, carrying almost a whole page of genuine, live advertisements of this kind every day. This is more than double the amount carried by the other two dailies combined. This one feature makes the *Leader* a household necessity in every family in Binghamton and surrounding territory. It tells the tale of circulation and there is no mistake about it—or escape from it."

We will enumerate the lies in the foregoing statement in the order in which they come:

Lie No. 1.—The "actual average circulation of the *Leader* every issue for the past year was 12,059." It was not half that amount.

Lie No. 2.—The actual average circulation of the weekly *Leader* for every issue of the past year was not 7,640. There is no weekly paper published from a daily newspaper office in the city of Binghamton with a circulation as great as 2,000 copies.

Lie No. 3.—"No other daily claims over 8,000." The *Evening Herald* Company makes affidavit to a circulation for the whole year of an average much above 8,000.

Lie No. 4.—"The *Leader* is fully fifty per cent ahead of its nearest competitors." (That statement is true as far as lying is concerned.) In money volume of business and circulation the *Herald* is fully fifty per cent ahead of the *Leader*.

Lie No. 5.—"The weekly *Leader's* circulation is greater than all the Binghamton weeklies combined."

Lie No. 6.—"The *Leader* is the accepted and recognized 'Want' medium."

Lie No. 7.—"The *Leader* carries almost a whole page of want advertisements every day." By looking at a file of the *Leader* it will be observed that the *Leader's* want column business shrinks to less than a column and a half every few days.

Lie No. 8.—"The *Leader's* 'Wants' are genuine live advertisements." The greater percentage of the *Leader's* want advertisements are dead advertisements dumped in to fill up space when matter is short.

Lie No. 9.—"The *Leader's* want advertisements amount to 'more than double the amount carried by the other two dailies combined.'" You can easily prove the falsity of that for yourself by making a comparison.

Lie No. 10.—"The *Leader's* want 'feature' makes the *Leader* a household necessity in every family in Binghamton and surrounding territory." The *Leader* does not go into 1,700 homes out of about 7,000 in the city of Binghamton.

Lie No. 11.—"The *Leader* is a household necessity in every family in Binghamton and surrounding territory." It's funny that about eighty-five per cent of the families in Binghamton and surrounding territory are getting along without that necessity.

Lie No. 12.—"The *Leader's* want business tells the tale of circulation and there is no mistake about it." We admit it is not a mistake—this statement by the *Leader*. It is a deliberate falsehood, as every intelligent Binghamtonian knows, provided he has ever concerned himself to think about the matter.

Think of that! An even dozen of lies in one brief paragraph. Is it any wonder that the intelligent editor of PRINTERS' INK published the *Leader's* statement only after he had quoted from the Psalms, "I said in my haste all men are liars." The editor of PRINTERS' INK knows a liar when he sees him, and he doesn't hesitate to brand him.—*Evening Herald*, Binghamton, Dec. 27.

FOR A CENT.

You find a sixteen-page newspaper beside your breakfast plate, and open it with the certainty of finding accounts of all happenings worthy of note in every line of human activity which the previous twenty-four hours have brought forth, and this at the cost of a penny or so; a sum for which the veriest beggar in the street would scarcely thank one.—*Morse's Agate Rule*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the *EVENING POST*, Charleston, S. C.

830 WEEKLY. Send 25 cents for outlined plan. A. MINOLF, Scranton, Pa.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE *EVENING POST*.

WANTED—For cash, a paying Republican weekly in county seat town. Address, with full detail, "F. F.," care Printers' Ink.

POET wants to conduct critic, literary or mail order dept. in some leading monthly. Send your offer. Address "RILEY," Printers' Ink.

I HAVE an excellent proposition for a person with \$1,000 and a little experience in pub. bus. Address J. REGAN, Mo. Val. T. Co., St. Joe, Mo.

FERNALD'S NEWSPAPER MEN'S EXCHANGE recommends competent rep's, editors & adv'g men to publishers. 15 Cedar St., Springfield, Mass.

WANTED—To buy on easy terms, a daily property in town of 30,000 or 40,000. Practical newsp'r man, Address Box 257, Watertown, N.Y.

PUBLISHERS—Keep your subscriptions up to date. Simple and practical method. Send for circular. A. J. CHARLES, 164 W. 66th St., Chicago, Ill.

WRITERS WANTED—Cash for news items and original mss. from every place. Send stamp for prospectus. THE GUNSTON, Box P. I., Hancock, Maryland.

A HIGH GRADE, favorably known literary publication wants special N. Y. advertising representative. Address "SPLENDID OPPORTUNITY," care Printers' Ink.

ADS for the DAILY JOURNAL, Asbury Park, N. J. Circ'n 24,000. Rate 7 cents an inch.

JINGLES—Advertising jingles for all trades. That is my specialty. They are the pithy pointed, practical kind, and are profitable at the price. "JACK THE JINGLER," 10 Spruce St., N.Y.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

WE will pay \$10 for the design for a trademark best adapted to our business. Design must be simple and striking and characteristic of medicinal preparations. Address THE MASSACHUSETTS MEDICAL CO., Box 1140, Boston, Mass.

ATTENTION, newspaper editors of N. Y., N. J., Pa., Del., Md., D. C., Va., W. Va., Tenn., S. C., S. A., Ala., Ga., Fla. Why don't you use our one dollar half-tone cuts? Particulars for a postal. THE STANDARD ENGRAVING CO. (Incorporated), 7th & Chestnut Sts., Philadelphia.

WANTED—A young man who has had some experience as a writer, designer, constructor of advertisements, illustrated and other. Salary \$20 a week. Employment in New York City. Address, with references, "EARNST WORKER," office of Printers' Ink, 10 Spruce St., New York.

TRADE PAPER PUBLISHERS—I write New York letters for trade papers. I obtain my information by personal interviews with the trade, the advertiser and subscriber. Enhance the prestige of your publication by having a New York correspondent at very moderate expense. WM. CRAWFORD HIRSCH, P. O. Box 2341, New York.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

MAILING MACHINES.

MAILER'S DELIGHT, labeler, 99 pat. #12, REV. A. DICK, 43 Ferguson Ave., Buffalo, N. Y.

WINES.

HOW CHAMPAGNE IS MADE, sent free. C. E. SWEZEY, with Brotherhood Wine Co., New York City.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. BUREAU MANUFACTURING CO., 614 Park Row Bldg., N.Y.

SPECIAL REPRESENTATIVE.

H. D. LACOSTE, 38 Park Row, New York, special representative for leading daily newspapers.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, 19" two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

ADDRESSES.

MAIL order names, up to date. Mothers who have ordered within 30 days. Price \$1 per 1,000 or 15,000 names for \$10. DOWNEY & HENRY, 167 Dearborn St., Chicago, Ill.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASSN., 595 Broadway, N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

ORNAMENTS and initials to give a distinctive style to your booklets and printed advertising matter. Send for illustrations and prices, "Volume X," KEYSTONE TYPE FOUNDRY, 731 Sansom St., Philadelphia, Pa.

ADVERTISING AGENTS.

MERCHANTS, mfrs., mail order men who want "live" salesmen or agents everywhere should send for bargain lists leading "want ad" papers. HUNGERFORD & DARRIEL AGCY, Balto., Md.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued Dec. 1, 1900. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

MISCELLANEOUS.

SPECIAL editions are a success if you know how. I have published a large number for newspapers that will vouch for clean, satisfactory and upright methods. Glad to talk it over or any other special advertising feature. LOUIE R. LEONARD, 405 Erie St., Cleveland, Ohio.

PREMIUMS.

RELIABLE goods are trade business. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700 p. illd list price catalogue free. S. F. MYERS CO., 45-50-52 Maiden Lane, N.Y.

SUPPLIES.

Gauge PINS, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

HALF-TONES.

PERFECT copper half-tones, 1 col. \$1; larger, 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

HALF-TONES, 1 col. \$1; 10c. per inch. Zines 4c. per in. Quality guaranteed. Samples. NIAGARA ENG. CO., 507 Washington St., Buffalo, N.Y.

PENS.

FIFESEY FALCON PENS can stand very hard wear. They are perfect pens. Gross \$1. Sample box 10c. THE PAUL CO., Red Bank, N. J.

WE have a special offer for newspaper men wanting fountain pens for their own use or as premiums. FERRY PEN CO., Box 31, Milton, Wis.

ADDRESSING MACHINES.

WALLACE'S Addressing Machine. No type used, more than 50 per cent saved over handwriting. Addresses printed in fac-simile typewriting directly on wrappers. No labels to come off. PRINTERS' INK uses Wallace & Co.'s addressing machine, so does *Commodore Mag.*, *Butterick Pub. Co.*, *C. E. Ellis Co.*, *Robert Bonner's Sons*, *Comfort*, *C. B. Conkey Co.*, *Agricultural Epitomist*, *Lincoln*, *Neb.*, *Freie Presse*, *N. Y.*, *Popular Fashions*, *N. Y.*, *Cheerful Moments*, *N. Y.*, *Modern Stories*, and scores of the large publishers throughout the country.

WALLACE & CO., 10 Warren St., New York.

FOR SALE.

86.50. PAIR Puncture proof Tires, prepaid. ROADSTER TIRE CO., Camden, N.J.

\$100. BUYS a complete bound file of PRINTERS' INK, 1900-1901. Address "P. I. J.," care Printers' Ink, 10 Spruce St., N. Y.

NOVELTY invention, highest vested merits. For a trade, mail order, souvenirs, premiums. Great field. Will sell patents, take partner. No experimenting, all ready. MILLER #97, 87 Washington St., Chicago, Ill.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, no insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING NOVELTIES.

BRONZE letter operators. Gun metal finish. Write. H. D. HELPS, Ansonia, Conn.

\$500 IN genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga.

AGENCY wanted for advertising novelties. Send full particulars. GLOBE PRESS BUREAU, 1441 South Penn Square, Philadelphia.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

VALUABLE advertising novelties, moderate price. New music, booklets, etc. Electroplates leased to printers. Write. GEO. M. VICKERS, Box 4031, Station B, Philadelphia, Pa.

ADVERTISING MEDIA

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

ADVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

30 WORDS 1 time 25 cents, 3 times 60 cents. NATL FAIRM JOURNAL, Shawneetown, Ill.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brookton, Mass. Circulation exceeds 6,000.

BACK-COVER quarter page, 30,000 circ., \$16.70 12 times, \$180. PATHFINDER, Pathfinder, D.C.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

SHOE TRADE JOURNAL, Chicago, has subscribers in every State in the Union—every province of Canada. Try it. 15 cents a line.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 45c. Ad rate, 10c. line. Close 24th.

REACH the farmers and mail order buyers through the NATIONAL FARM JOURNAL, Shawneetown, Ill. 30 words 1 time 25c., 3 times 60c.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

THE EVENING POST, Charleston, S. C., will publish advertising advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$60; 500 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

COIN CARDS.

83 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

NEWSPAPER BARGAINS.

\$1,900 BUYS a good weekly proposition in Oregon. \$900 or more down.

\$2,800 buys a good Republican weekly in Ohio. Reasonable terms.

\$8,000 buys a splendid daily in Connecticut. A money making field. \$5,000 cash required.

\$7,800 buys the controlling interest in a great Massachusetts proposition. Monthly 14,000, weekly 2,300 circulation. About \$4,000 cash required.

\$5,000 buys half interest in fine daily business in Iowa. Easy terms to a good newspaper man—and will not sell to any other.

Those who have reliable properties for sale, and would be buyers of same, all connect with C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

MAIL ORDER.

CASH FOR NAMES. Your advertising must bring you a good many letters. What do you do with them? Are you getting the best possible out of them? We are in the market for letters, and we buy them outright or hire them for copy. Just now we want letters dated since October, 1899, that have not been copied by other publishers. If you have any, write us how many, inclosing a copy of the advertisement that brought them. Why not turn all your letters into cash? We pay cash and we pay all the letters are worth. Instead of letting them lie around until they have lost their value and then putting them into the furnace, why not turn them into a handsome profit? Perhaps this is one of the little leaks you can stop. Write us today all about your letters. No lot is too big for us to handle. SAWYER PUBLISHING COMPANY, Waterville, Maine.

EDITORIAL WRITER.

TIMELY editorials, all subjects. Write for rates. H. L. GOODWIN, Malden Sta., Boston.

WANTED—A thoroughly competent man or woman to act as editor for a family, literary and story paper published monthly. Must be familiar with ins and outs of securing first class serial stories and capable of editing departments such as household, fancy work, puzzle, question box, etc. State experience and salary wanted for part or all of your time. Address ROWELL & NICHOLS, Publishers, 373 Dearborn St., Chicago.

ADVERTISEMENT CONSTRUCTORS.

GEORGE R. CRAW, mail order advertising. Box 302, Cincinnati, Ohio.

SAMPLE retailer's ad, \$1. Send facts. WM. WOODHOUSE, JR., Trenton, N. J.

ADVICE any business or adv. subject \$25. Trial ads \$1. F. B. WILSON, Kenton, Ohio.

AD \$1 each, booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

JED SCARBORO, writer of forceful advertising. Request estimates. 20 Morton St., Bklyn.

WRITING medical advertising 10 yrs. training. M. P. GOULD CO., Bennett Bld., N. Y.

AD \$8 that pull. Give us a trial at 50c. each. We place ads too. MOYER'S ADVERTISING AGENCY, Newark Valley, N. Y.

POOKLET writing, illustrating and printing. Strictly high-class work. Write for estimates. HOLLIS CORBIN, 233 Broadway, N. Y.

LAUNCHING a new business? Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

RESULTS—That is what I always aim at and my customers often wonder at the accuracy of my aim. I write, illustrate, design and print all kinds of advertising literature in a neat, clean, convincing manner, just the way it should be done. Send along a trial order and see if I can't hit the "bull's-eye" of trade for you. Also send for my booklet, "Ten Dollars a Thousand." It will interest you. Address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

THERE'LL BE MILLIONS O

May 1st to
November 1st, 1901.

TO ATTEND

PAN-AMERICAN

Of the vast throng attending the greatest exposition of the 20th century 90 per cent will ride to and from the exposition grounds on the Street Cars. It is a proven fact that visitors to a strange city are observing, and it is an absolute necessity the millions at Buffalo next Summer will see your advertisement if it is in the Street Cars. We are now disposing of space and wish to hear from every general advertiser soon, as not many spaces remain.

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GEORGE KISSAM & COMPANY, "7

378 MAIN STREET,
BUFFALO, N. Y.

KISSAM

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KUSTOM

Written by Geo. W. Bull, Denver, Colorado.

S OF PEOPLE IN BUFFALO

ATTEND THE
CAN EXPOSITION.

May 1st to
November 1st, 1901.

WE
CONTROL
THE
STREET CAR
ADVERTISING
IN
BUFFALO
AND
SUBURBAN
CITIES.

WRITE FOR
ILLUSTRATED
AND
DESCRIPTIVE
FOLDER.

It's the aim of every shrewd advertiser to reach the greatest possible number of people at the least possible cost. Observation proves that an attractive card in the Street Cars of our system is a magnet for the eye. The patronage of our cars by the largest advertisers in the United States verifies this statement. They get results, and that's what makes advertising profitable. Publicity in Buffalo during the exposition WILL BE PROFITABLE.

NY. "The Kings of Street Car Publicity."

KISSAM'S

the
KIND
from which
CUSTOM KUMS.

253 BROADWAY,
NEW YORK, N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES.

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, JAN. 9, 1901.

BOLDNESS and simplicity are the two essentials of good display.

It has been often stated by advertising solicitors of other Philadelphia dailies that no advertiser makes a success in that city unless he uses the advertising columns of the *Record*. One conspicuous instance is well known of a great advertising success achieved by using the *Record* alone.

THE Easton (Pa.) Sunday *Call* says editorially, in a recent issue, or at least leads it to be inferred, that none of the fifteen separate publications, daily, semi-weekly, weekly and monthly, emanating from that important town enjoys an actual average issue of so much as a thousand copies. What is the matter with *Easton*?

THE Man of Letters, 595 Broadway, New York, offer five per cent to office boys and others through whose agency business may be secured. What is wanted is that the office boy should show the advertisement in question to his employer, at the same time dropping a postal to the Man of Letters stating that he had done so, and telling the name of said employer. If business results, a check for five per cent of the amount is forwarded to the lucky young man. The ingenuity of the idea is worthy of the new century.

Mr. F. M. LUPTON of New York is sending to advertisers and friends a bound volume containing the issues for 1900 of his monthlies, *The People's Home Journal* and *Good Literature*. From the many advertisements one finds in Mr. Lupton's two thirty-five-cents-a-year periodicals quite a number of mail-order advertisers appear to think them good media. It is certainly to their publisher's good credit that he has made a practice of telling for many years the extent of his output.

PRINTERS' INK, a journal for advertisers, published in New York, contains the names of fifteen of Maryland's most prominent weekly newspapers, with their circulation, varying from 1,100 to twice that number. Referring to these the editor of the American Newspaper Directory says if *Armor-Bowen Co.* can show that any one of them actually prints an average edition of so many as a thousand copies, he will reward the *Armor-Bowen Co.* for the information by presenting a copy of the American Newspaper Directory, etc.—*Belair (Md.) Democrat, Dec. 28, 1900.*

THE search which **PRINTERS' INK** is making for a noun that can be applied to an advertised article brings to mind the grammarians' condemnation of the use of "ad" as a synonym for "advertisement." "Barbarous," "vicious," "vulgar" and "atrocious" are a few of the unkind adjectives that have been hurled at this compact little contraction, all authorities upon good English putting it outside the pale of "good use" without mercy. There are, however, several reasons for believing that it will ultimately gain a place in English dictionaries. First, it has come into being after the orthodox fashion of new words—it expresses an idea more clearly and tersely than any word that existed before it was coined. Second, it persists in living despite the philologists' sentence of death, and is winning its foothold in precisely the way that many another discredited word has done—by being used every day in the living language.

In the New York *Herald's* "twentieth century number" Col. A. K. McClure had an interesting article, from which the following lines are extracted:

When I entered the field of journalism, just fifty-four years ago, the two papers that I regarded as quite as interesting as my little village weekly were the daily *Herald* and *Tribune*. I believed in Greeley with all the enthusiasm of a boy, and in the many acrimonious disputes between these newspapers in the early days I always believed Greeley to be in the right; but the delectable six column folio that the *Herald* then issued, and found ample to give the news of the world, was always perused with unflagging interest. The *Herald* then had the very rare novelty of a regular Sunday edition, but it was simply a newspaper, as the literary and magazine features of Sunday newspapers were then unthought of.

As a reminder of the progress of journalism I distinctly recall the controversy between the *Herald* and *Tribune* fifty-two years ago on the issue of circulation, in which Greeley and the elder Bennett both indulged in what would now be called very latitudinous controversy. The *Herald* won, as Greeley claimed, by striking below the belt, but the *Herald* won all the same. The important feature of the contest as a lesson in the progress of journalism is in the fact that neither the *Herald* nor *Tribune* then had 17,000 circulation.

THE Philadelphia *Record* gives space to this description of railroad advertising ingenuity:

The latest advertising scheme is credited to General Passenger Agent W. J. Black, of the Atchison, Topeka & Santa Fe. Beginning in Oklahoma, he sent out one of his traveling men, an expert stenographer, to visit individual farmers in their homes, find out what success had been met with since coming to the Territory, and then write letters at their dictation, addressed to Eastern friends, telling all about the big crops and resultant good times. This private secretary goes about with a team and carries along a small typewriting machine and stationery. He interviews the owner or renter of each quarter section on his route, and writes down the industrial situation as it really is in that neighborhood. He tells just what luck was had with wheat, cotton, cattle and hogs, describes climatic conditions, mentions Mary and the baby, and sometimes winds up with the story of a lifted mortgage and money in the bank. This personal correspondence is followed up at the head offices of the road by mailing appropriate advertising literature to the Oklahoma "boomer's" friends. Beneficial results are said to be already manifest. When a person living back in Ohio receives a letter from his former neighbor written on a typewriter he naturally concludes that any country which is prosperous enough to warrant a plain farmer owning his own writing machine is worth investigation.

ADVERTISING may be carried to extremes, as the following story from the New York *Telegraph* of Dec. 23, 1900, indicates:

Last Monday afternoon Miss Virginia Jackson, soubrette of the New Century Theater Stock Company, died of peritonitis. She died owing the management nothing. Yet her body was held as an advertising device, was prepared theatrically for exhibition, and during several hours of Wednesday was exposed to the view of the curious, who crowded the theater in mobs. The unfortunate phase of this matter is that Miss Jackson could have no voice in the matter. She could not be consulted. The sacrilege could not be otherwise interfered with, as she apparently had no friends in the company, nor in the city. Of course there can be only condemnation for the crowds that jammed the theater. There is apparently something very attractive about a dead soubrette, and many who have looked upon them as simply little creatures of peculiar habits while in life seem to think they are never seen dead. This is partly true. A dead soubrette is one of the rarest things in nature, and it may have been this that inspired the manager of the theater with his very bright idea. It is to be hoped that the increased attendance at this place of amusement will fully compensate for the loss of self-respect of all those concerned.

In the Philadelphia (Pa.) *Bulletin* of Dec. 21, 1900, a correspondent of that newspaper makes the point herewith:

The audacity which some business houses in the city have of advertising their goods is quite remarkable for boldness. Some business houses not satisfied with making use of the envelope system of distributing information, have now set upon a new idea of sticking their advertisements on the backs of United States postal cards, which the public are compelled to buy at drug stores, stationery stores, etc. These cards when bought are used for personal correspondence, i. e., as far as personality goes on mail matter of its class. Last evening I purchased a United States postal card at a nearby drug store. When examining it I found a large advertisement spread over the long side of the back of my card. I asked if I could not have another without the advertisement, as I did not want to advertise any man's goods in my correspondence. I was met with this reply: "We do not keep any other kind, and you cannot get the plain card anywhere nearby except you go to some United States postoffice and pay for it." I tried several places and at last was compelled to accept an advertising card; but I did not have space to tell my reader that I was not employed at the above place. This kind of an outrage is a menace to the public. If tolerated much longer the public will find they will be compelled to write over faint pictures and black ads. Some steps should be taken to call a prompt halt to it.

THE Mellin's Food boy in the January monthlies is a picture which will attract many admiring views.

THE books now advertised under "Harpers' History Club," from 156 Fifth avenue, New York, illustrate how a little skill may help to keep a series of volumes from oblivion. These books were written by John S. C. Abbott and Jacob Abbott, well-known in their day, and for many years were sold by Harper Brothers. The writer recollects reading most of them. Their sale as a series on easy terms allows the newer generation to be made acquainted with a set of books which give a vital personality to the characters that have made history.

THE United States seems likely to stand at the head of the world's list of exporting nations in the year 1900. One by one the great nations have fallen behind in the race for this distinction, until during the past five years only the United Kingdom and the United States could be considered as competitors for the distinction of being the world's greatest exporter of articles of home production. In 1894 the United Kingdom led the United States by nearly \$250,000,000, and in 1897 the United States had so rapidly gained that she was but \$60,000,000 behind. In 1898 the United States took first place, our exports in that year exceeding those of the United Kingdom by nearly \$100,000,000. In 1899 the United Kingdom again stood at the head of the list, her exports exceeding those of the United States by nearly \$35,000,000. In the eleven months of 1900 whose figures have been received by the Treasury Bureau of Statistics the domestic exports of the United States exceed those of the United Kingdom by \$5,473,670, and should this rate of gain be shown to have been maintained in December the United States will in the year 1900 have shown a larger exportation of domestic products than any other nation in the world.

LOWNEY's list of the occasions that demand his chocolates is worth imitation.

THE Association of American Advertisers attempt, through a committee, to audit the circulation of newspapers who invite them to do so. Up to the present time this committee has made several dozen investigations, and it is understood that in no case has the net circulation of any paper been found to be what the publisher claimed it was.

THE following, from the office of John Key & Co., tailors and outfitters, of Rugeley and Lichfield, England, possesses an interest all its own:

RUGELEY, Dec. 10, 1900.

Editor of PRINTERS' INK:

I have just read your issue of Nov. 7, and note with alarm and sad surprise that there is a possibility of Mr. Jones' articles on "Store Management" being eliminated.

It is a far cry from Rugeley to New York, and possibly my plaint, at such a distance, may fall on deaf or unsympathetic ears, but I do plead with passionate and persistent earnestness that you reconsider the idea.

As a retailer—and you must have many such among your readers—nothing in the paper is more inspiring, and more "spurring" to constant, enterprising and careful effort, than Mr. Jones' practical articles. I always rise from their perusal with fresh resolution to look after those important details and methods of business, without which advertising is well nigh futile. For after all, the actual business, the serving and pleasing the customer, is done inside the shop. If a customer is not pleasantly impressed and satisfied there, no amount of advertising, be it never so powerfully and convincingly written, will ever bring him back.

Such high flyers as Mr. Bates are far away over the heads of the smaller retailers, who, if they feel like myself, could well spare him. But not Mr. Jones. He keeps us up to the mark. What if he does say over and over again that floors must be swept, pieces of paper picked up, goods taken care of, etc., etc? It needs to be said over and over again. I forget—others forget—and fall back into the groove. Then Mr. Jones comes along and stirs us up again, and thus the power of advertising is doubled—nay, is kept alive.

I shall look anxiously forward to your decision, for a great deal of the value of PRINTERS' INK will have gone out—for me—if Mr. Jones is banished.

I have been a reader for years—have built up a good mail order business on the inspiration of PRINTERS' INK—and am constantly receiving benefit from it—have recommended it to many friends. Naturally I am loth to see a good feature lost to it. Your faithfully,

GEORGE KEY.

THE daily will always remain the best medium.

"THE conductors of the *Ladies' Home Journal* have not been unconscious of the fact that this periodical, its methods, its editors and its contents have been made the subject of innumerable jokes in the newspapers and periodicals of this country," confesses Edward Bok, in the January issue of the *Journal*. "Probably no other modern magazine has been in this respect more generously favored. And I use the words 'generously favored' because again and again when these jokes have appeared, the friends of the magazine have taken up arms and rallied to its defense, mistaking good-natured raillery for malicious attacks. I am free to confess that in a few instances it was pardonable to be misled. But, as a general rule, the spirit of malice was farthest from the minds of the writers; in fact, many of the writers of the jokes are numbered among the warmest admirers of the magazine and the best friends of the editors. Instead of harming the magazine they have been one of the largest factors in its success. They adopted the surest and speediest method of making the magazine widely known. More than once they have had our thanks. The objection of some of our friends has been most strenuous where allusions have been made to the policy of this magazine as being 'goody-goody.' It has seemed to these good friends of ours that moral cleanliness was thus questioned, or made light of. But never were motives more thoroughly, although honestly, misconstrued. It has been my opportunity to meet personally the authors of scores of these paragraphs. Some are my personal friends, and not in a single instance have I ever found a desire or intent to criticise seriously the policy of this magazine so far as it applied to clean, honest reading. Newspaper writers may have their faults, but throwing mud at an effort to uphold moral cleanliness, when adhered to for their mothers, wives and sisters, is not one of them."

THE reader interested in books who does not find the *Bookman* (New York) entertaining has been created deficient in powers of appreciation.

THE N. Y. *World* of Jan. 1 was brought out under the supervision of Alfred Harmsworth, of the London *Daily Mail*, in a form to show the English publisher's view of the coming appearance of the twentieth century daily. The principal change was the smallness of the pages—11x18½ inches each—of which there were thirty-two. On the first page was printed "News in a Minute—Where to Find It"—indicating the contents of the principal news articles and their place in the paper. Another was "Time-Saving Library—Books for the Busy Man," in which a synopsis of Mr. Stevens' "Land of the Dollar" appeared. On the whole, there was really nothing new in the paper, save a slight condensation of the reports printed. The small page idea, practically the only essential one involved, was experimented with years ago by Mr. Munsey in the New York *Daily Continent*. It should have succeeded then, and the future will probably see it in successful operation. To the advertiser using a small advertisement—say two inches—the small page is far more valuable than the ones at present in use, since his announcement is made to "stand out" in far greater proportion; while those who use whole pages would probably discover that a page is a page, whatever its size.

A CUDAHY SUSPECT.

SEEN ON GRAND AVENUE YESTERDAY.

At an early hour yesterday morning a man was seen acting suspiciously on Grand avenue and accosted by an officer, was found to have some large bags of gold coin of ten and twenty denomination, in a queer-looking satchel. He was about to be placed under arrest, when he was identified by another patrolman as O. L. Meister, manager of the Cream City Candy Kitchen, on his way to put his heavy Christmas earnings in a local bank. Too much business nearly got him into trouble.

How one man took advantage of popular interest. The correspondent who sent the clipping failed to state where it appeared.

ASKS THE UNKNOWNABLE. JUSTIFIABLE PLAGIARISM.

NORFOLK, Va., Dec. 26, 1900.

Editor of PRINTERS' INK:

Will you please advise us as to what rate per thousand of circulation should be charged for advertisements in newspapers published in towns of about 5,000 population? For display advertisements and also for reading notices. We refer to weekly and semi-weekly papers. Those whose circulation is chiefly in the country and small towns near the place of publication. A reply by mail will very much oblige,

SOUTHERN ADVERTISING CO.

The publishers cannot, as a rule, make a living at less than one cent a line per thousand circulation, but if the advertiser pays more than one-fourth of a cent a line on yearly contract he will generally fail to get his money back. Reading notices are thought to be worth a higher rate, but in the opinion of PRINTERS' INK they are not. The ordinary advertising columns are the place for honest advertisements. The so-called reading notices are frauds.—[EDITOR PRINTERS' INK.]

FOR "BUSINESS CHANCES" ADVERTISEMENTS.

MINNEAPOLIS, Minn., Dec. 27, 1900.

Editor of PRINTERS' INK:

Can you inform me as to whether there is any publication devoted particularly to "promoting," or whose columns are used by persons who are looking for business openings or who have "business chances" to offer?

Respectfully yours,

HORACE B. HUDSON.

There is no "promoters'" paper. For a newspaper used by persons who are looking for business openings or who have "business chances" to offer, the "Business Opportunities" columns of the New York Sunday *Herald* are suggested.—[EDITOR PRINTERS' INK.]

A MAN'S PAPER.

The specimen printed below shows what one sort of publisher considers a good advertisement.

Don't Advertise in a Ladies' Magazine when you wish to impress upon the public that you sell Whisky, Tobacco, Cigars, Pants or Trousers, Remedies for Men, and other wares for men only. Use a Publication Devoted to Men.

TAMMANY TIMES,

The Great National Democratic Paper of New York, fills the bill. Statesmen, politicians and public men read TAMMANY TIMES. All public men pronounce TAMMANY TIMES the best publication of its kind in the world.

Advertising rates on application.

TAMMANY TIMES CO., N. Y. CITY.

To appropriate another man's advertising ideas bodily is rather contemptible, but there is no ethical reason why advertisers should not derive educational benefit from the numerous examples of effective advertising which come across their notice from time to time. Occasionally a very striking advertisement may be made up, which is really a mosaic constructed from several other announcements. There may be a border from one, a panel from another, a system of grouping from a third, and a bold face of type selected from a fourth, the combination of some or all of which may give to a business announcement a revived and quite vigorous life. This is not plagiarism, and what little appropriation enters into the plan may be regarded as in every way justifiable. It is, indeed, sometimes said that there is nothing really new under the sun, and that what appears to come into a man's mind as a sudden inspiration may only be the springing into life of some seed, which was received into the receptive soil of the brain a long time ago, and has only just germinated. Advertisers can hardly be too keen on the watch for ideas in other firms' advertisements. The very act of examination and comparison will stimulate individual thought and invention, with the result that the announcements of such an advertiser will quickly be found to possess a freshness, directness and terseness which they had not previously possessed.—*Newspaper and Poster Advertising.*

SETTLED OUT OF COURT.

When asked by a representative of PRINTERS' INK as to the present status of the suit brought by himself and Mr. Geo. H. Paine against Mr. Robert H. Foerderer, the "Vici Kid" man, Mr. M. M. Gillam said: "Oh, that matter was settled without going to trial, as I always felt it would be."

ONE KIND OF RESULTS.

Advertisers want results, palpable, tangible results, the kind which swell the bank account and increase the company's assets. Fame has no allurements for the advertiser unless it brings a check or a postoffice money order with it.—*Agricultural Advertising.*

"MONEY TO LOAN" ADVERTISING.

By W. B. Powell.

Under the classification of "Money to Loan" there appears in all papers, which do a large "want" business, a column or so of ads that are as much alike as type can make them. When you read one ad you read them all, the name of the loan company being the only change. You know what they say:

MONEY TO LOAN.

Lowest rate of interest; longest time; no charge for papers; any amount; no publicity; investigate our system.

Some months ago in looking over the *Jersey City Journal* I was surprised to see an ad under the "Money to Loan" classification that was out of the ordinary. Since then I have followed the ads of that concern, the Jersey Mortgage Loan Company, with much interest.

I called upon the company the other day at 140 Newark avenue, Jersey City, and asked to meet the gentleman who was leading the field in loan company advertising.

Mr. F. M. Jackson, the manager, was introduced to me.

"You believe in advertising?"

"Most certainly I do. I have built up the largest business in my line in Jersey City in comparatively little time. The competition is strong, for there are many oldtime concerns doing business here. I attribute the success of this company mainly to advertising."

"What means of publicity do you employ?"

"Everything that comes my way—that is, if I can get space at my figures. I consider all advertising good advertising, but some better than others. For instance, there is nothing like newspaper advertising. I have a contract with all the Jersey City, Bayonne, Hoboken, and other suburban town papers. I consider the Jersey City *Evening Journal* the best medium of them all, but object to their rule of charging extra for composition for more than one change of ad per week. I demand a preferred position—you will always

find my ad at the top of the column. I carry 54 lines in the *Journal*. This I change weekly. In the other papers I have various spaces as fancy dictates. Most every week I run a full double column in some paper. I always get direct returns from these 'flash' ads. Some people tell me that they saw my ad in such and such a paper, and again I trace my returns by the community from which the application for a loan is received. I always

Money to Loan.

Oftentimes People

are placed in a position, where a little financial help will be of great assistance and they do not wish to borrow of friends for various reasons.

We Can Help You

In such an event, as it is our special purpose to procure loans for reputable honest people on Furniture, Pianos, Organs, Horses and Wagons and any kind of personal security. You have the use of both Money and Property.

All Our Transactions

are strictly confidential and our customers' names are never known to anyone. We act in as confidential a capacity towards our clients as exists between lawyers and doctors and their clients.

Should You Desire

a loan at any time we will be pleased to negotiate the same for you on reasonable terms. We would be glad to confer with you at any time at our offices, which are located in the business part of the city, and at the same time are so private and exclusive that no one can know the name of a single customer, nor his business at our office.

You Need Not Trouble

yourself about the payments. They are made up into equal amounts (which include principal and interest), and are due each week or month, just as you wish. Come in and talk it over with us.

Business hours, 8 a. m. to 6 p. m.; Saturday night to 10 p. m.

Private room for ladies.

Loans made in all suburban towns.

Jersey City Mortgage and Loan Co.

140 NEWARK AVE.,
JERSEY CITY.

get my money back tenfold from these two-column expenditures. The people are taking to reading my ads just because they are readable. You would be surprised to hear the expressions of approval I hear over my counter. There is no mistaking the fact that people nowadays read ads."

"I have noticed your ads in the theater programmes."

"Yes, as I said before I go into everything if the price is right. I have an idea of what an ad is worth to me in such and such a

scheme, and make my own price. A slick programme man will come to me and unfold a golden opportunity at \$5 per two inch square and I offer him \$2 for a half page and he accepts it before he leaves. These agents seem to use the Jersey City Mortgage Company as a lever to secure other advertising. They come to me first, and I have the choice of the programme for space. Then again I pay to some what they demand for space, because it's business policy. Theater programme advertising is good for our business. The people who patronize theaters are, as a rule, a class of people who enjoy life as it comes and never think of the future, and they run up against a stump every once in a while, and then they come to us for financial assistance. I have a page in a monthly 'Cook Book' and in all fine souvenir editions of societies, and lately went into a sheet music advertising scheme. This was a fine place to let musicians know that we lent money on pianos and they could retain possession of the instruments. I took much space in this scheme. I have more than gotten it back, and that sheet music is still working for me."

"Do you use circulars?"

"Oh, yes, right now I have 100,000 in press. They will be inclosed in envelopes and distributed by a firm of distributors. This item of advertising will cost me about \$500, if not more. But I wouldn't use circulars only as supplementary advertising. In fact, I want to appear before the public in as many ways as possible. I am now thinking of doing some billboard advertising."

"In my 54-line advertising I am running a series of popular quotations as the display line, following it with a conclusion drawn from it. Sometimes I take fables and work out a parallel case in money loaning. It is peculiar advertising and I only wish that other concerns of a like nature would take more interest in pushing their business. Probably then I could steal an idea or two."

AND NO MORE.

Economy in space-buying is attained when an advertiser buys space just large enough to completely tell his story.—*Mail Order Journal.*

NOT CONSIDERED WISE.

Dragging an illustration into an advertisement because it happens to be on hand is not considered so wise as it once was.—*Publicity.*



TWO ENGLISH ADS WHICH UTILIZE THE SAME IDEA—HERE GREATLY REDUCED IS SIZE.

FOR A SMILING HALF HOUR

HOAX—Why is the merchant who doesn't advertise like a man in a row-boat?

Joax—Because he goes backward, I suppose.

Hoax—No; because he has to get along without sales.—*Philadelphia Press*.

"I DON'T see how she could spend time to go to the theater yesterday, with so much to do."

"She couldn't, really; but she felt obliged to when she saw it advertised as a 'bargain matinee.'"—*Philadelphia Bulletin*.

"AHA!" exclaimed Cornelius Hennepin. "Here is something that I have long been looking for. 'How to make your wife love you!'"

That was the headline over the article that he started to peruse, says the *Rochester Herald*. He pulled his glasses out of the case, fastened them upon his nose and cried:

"Virginia! Virginia! Come here! I want to read something to you."

When his wife arrived he said:

"Here is a little article that may interest you. I haven't read it through, but from the way it starts out I judge that the writer knows what he or she is talking about. 'How to make your wife love you.' That's the heading. Now, let's see what it says. 'Never come home with a sour look and yell 'Is dinner ready?' as if you were addressing a slave.' I never do that, do I, Virginia? 'Always treat your wife with as much consideration when you are alone as when company is present.' I think I follow that rule, don't I, Virginia? 'Never try to start a cheap laugh by saying that your wife proposed to you or roped you in.' I have never done that, have I, Virginia?" Mr. Hennepin asked. "And yet," he bitterly continued, "you do not love me as you ought to. I am only twenty-two years older than you and there is no reason why you should not regard me with the utmost affection. These very words ought to convince you that I am an ideal husband. But let me continue: 'Do not chew tobacco all day and expect your wife to meet you at the door with her mouth all made up for a loving kiss, and, above all, do not grumble if she should ask you for the price of one of those lovely hats in Plumeleigh's windows.'"

"Confound these advertising dodges!" exclaimed Cornelius Hennepin. "If the papers don't stop lending themselves to such schemes I'm going to stop my subscription!"

Late the next afternoon a boy with a bandbox rushed up the Hennepin steps.—*Keystone (S. D.) Recorder*.

FIRST CORRESPONDENT—A native runner has arrived, but the Boers waylaid him and he swallowed his dispatches.

Second Correspondent—Oh, well, that's probably more than the public would have done.—*Wasp*.

THE SMART GIRL—I'm tired of sending poetry to the papers. It all comes back a few days later.

The Smart Youth—Oh, I can tell you how to alter that.

The Smart Girl—How?

The Smart Youth—Don't inclose a stamped envelope.—*Pick-Me-Up*.

As advertised: "Don't you hire any servants at all to keep this hotel clean? My room is in an awful dirty condition," replied the victim of the summer hotel ad. "That is the fault of the wind!" declared the proprietor blandly. "You know we advertise: 'Swept by ocean breezes!'"—*Riverside (Cal.) Press*.

EDITOR-IN-CHIEF—I understand young Bluegore, the millionaire's son, has gone in for journalism.

City Editor—Yes, he's on my staff. Editor-in-Chief—And what do you think of him?

City Editor—Well, he's a unique figure in journalism.

Editor-in-Chief—You don't say?

City Editor—Yes. He's at once the richest and poorest reporter in the city.—*Catholic Standard and Times*.

At the Press Club reception to Mark Twain the other night everybody was laughing over an epigram of the distinguished guest. "Oh, I wish I had said that," sighed a writer more noted for plagiarism than originality.

"Never mind, old man," consoled Mark, "you will some day."—*Newspaper Maker*.

POETESS—I bring you here another poem.

Editor—I'm very sorry, but you're too expensive for us.

Poetess—How so? My first poem cost you nothing.

Editor—Oh, yes it did—fifty subscribers.—*Der Floh*.

STEADY READER—Here's an article I jis dashed off about my trip t' lowy this summer. I thought you'd be glad t' have it t' fill up.

Weary Editor (with fine sarcasm)—Oh, we're tickled t' death t' get it! We've been keeping th' office warm all winter on that sort of stuff.—*Ohio State Journal*.

"AND I suppose you call yourself a successful newspaper man?" said the editor, with a curl of the lip.

"Well, hardly," said the writer. "I have not been paid for the last three weeks' work yet."—*Yonkers Statesman*.

JASPER—I wonder why the magazines publish such unintelligible poetry.

Bighead—Because the editors can't understand it and don't dare to reject it for fear it may be great.

QUEER ADVERTISEMENTS.

A man with a taste for the curious has amused himself the last year in clipping queer, peculiar and out-of-the-ordinary advertisements from the Chicago papers with the following result:

C. Jurs, of 3779 Archer av., shot himself in the head with blank cartridge July 4 and lockjaw developed July 15; he went from one convulsion to another for two weeks; he is now able to work.

C. Jurs.

Tessie, darling: All blame be mine; come or write; Proverbs xiii., 12; Philippians i., 3-6; III. John xiii., 14.

Mrs. J. F.

Wanted—A strong, tidy man; carry invalid weighing 175 pounds up and down stairs; board home near; references; steady place to right man. Call, only 2 to 4 p. m., 3248 Graves pl.

Wanted—Ten consumptives; must be very bad cases. Address D., 122.

Lost, Strayed or Stolen—A little boy with green wheel; name Bardette Boves. Return Chicago Talking Machine Co.

Personal Notice—Any one knowing the whereabouts or where Gertrude Krebs (nee Gertrude S. Lamastas) is will confer a favor upon her by communicating to her if she does not communicate with me by Sunday, May 16, I will file a bill for divorce. Geo. F. Krebs, 1290 Bonney av., Chicago, Ill.

Personal—Poor man will work for winter underclothing. Address T. 318. Lady invalid needs assistance; has few months to live. Address H. C. 73.

Woman would like couple steady wash places. 232 Congress st.

Assist me with a little money; if you want riches and honor investigate. Address R. 406.

Salesman—A man who can talk the foreign languages of the Northwest and Southwest Sides to all the grocery trade with a premium or commission. Address, with references, C. 253.

A lady will do family washing in exchange for a set of false teeth. Apply 128 N. Clark st.

In a little while pray the patients.

Heleen.

Wanted—Position as housekeeper by a woman who has broken up her own home; understands keeping boarders. Address M. 149.

Notice—Will any one who saw gentleman who lost his hat and was injured Labor day, about 2.30 p. m., on a Sharpshooter Park electric car, extension of Lincoln av. cable, by being crushed between trolley pole and side of car, as car started north, please address J. T. Bailey, attorney, 59 Dearborn st., Chicago?

Wanted—Poor, honest, friendless girl or woman and have a good home in exchange for running a small candy and notion store; give particulars, age and nationality. Address P. B. 41.

Gentleman seeing lady thrown out of store, 2624 Butler st., please call upstairs.

Personal—John Smith: I spent Christmas nursing sprained ankle; I look for something at the old place south of you soon.

Is any good, kind-hearted private family willing to give a very poor old German honest man a nice little home for exchanging doing some light housework,

with a very little pocket money? Address N. N. 23.

Beautiful, accomplished, stranded and snow-bound, in the wilds of Wisconsin, and not a thing to read; will some good soul send a girl a book? Will send photo. Box 33, High Cliff, Wis.

Wanted—Road man to sell dressmakers; salary and expenses. Address H. 200.

Personal—Any person assisting young professor and preacher to reach London, England, where important opening awaits him, will be repaid with fine position in London society. Address F. 883.—Chicago Tribune.

THE FOLLOW-UP SYSTEM.

Any one piece of matter, however good, is ten times as effective when it is part of a series. A business house sends about so much matter anyway, but it sends this matter out without any specific idea. Not any one piece, but every piece brings customers. That is the idea about progressive printed matter. One piece will have a certain, well-defined, definite, insistent effect. Two pieces will have more than twice that effect. Three pieces will have more than three times the effect. In other words, every piece that is added does more than that piece or any piece can do alone. Not the first letter, or card, or folder, or booklet, or catalogue, but every printed thing is necessary to get the orders you are after. This is the philosophy of the follow-up system.—Current Advertising.

A PICTURED LIE.

It's poor policy to use a picture that shows an article to have a point of merit that it does not possess. An illustrated advertisement is stronger than type display, so is an illustrated lie stronger than one that is not illustrated.—Mail Order Journal.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 25,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL, excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail-order buyers. 150,000 at 60 cents flat. W. B. CONKEY COMPANY, Chicago, Illinois.

MAINE.

WE are so well satisfied with our ad in this column for the past year that we will try it again. It has got us a special agent, for one thing—S. S. Vreeland, 160 Nassau St., New York—who gets us contracts. He's a good one—see him. COURIER-GAZETTE, Rockland, Me.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. $\frac{1}{2}$ -page \$25, $\frac{3}{4}$ -page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

GORDON & GOTCH

whose address is 15 St. Bride Street, London, Eng., are well able to conduct your advertising campaign

IN GREAT BRITAIN Write them.

Results !!

Are you satisfied with the results from your present advertising?

Are your circulars and booklets satisfactory?

Don't you think they could be improved—in the matter, the style, the display, the printing?

Is your office stationery all it should be—is it sufficiently neat and attractive?

If you are dissatisfied you surely need my services.

I write, display and print advertising literature of all kinds and have built up an international reputation for excellent work.

I have the "knack" of doing it just the right way—the telling way—the profitable way. No fancy frills or flowery language in the ads I write, but plain money-making, business-getting arguments.

The best writing, best type, best printing—producing the best results.

Try me once—you'll be sorry you didn't know me before.

Write for my free booklet, "Ten Dollars a Thousand."

WM. JOHNSTON,

MANAGER PRINTERS' INK PRESS,
10 SPRUCE STREET, NEW YORK.

Youngstown, Ohio, Vindicator

DAILY:	SUNDAY:	WEEKLY:
10,000	10,000	9,600

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates address

H. D. LaCOSTE, Thirty-Eight Park Row, New York

SPECIAL NEWSPAPER REPRESENTATIVE.

About American Newspapers!

The editor of the American Newspaper Directory keeps on file a mass of information gathered from year to year concerning the circulation and character of American newspapers. He has always at hand, in chronological order, accessible at a moment's notice, a conveniently arranged mass of interesting documents, statements, pamphlets and circulation figures, going to show what is claimed for a paper by its owners or asserted of it by its enemies and friends. By the aid of these and his familiarity with the subject it is always possible to pass the history of the paper in rapid review and comprehend and measure the claims set up concerning its value to advertisers.

A new edition of the American Newspaper Directory with circulation ratings revised and corrected to date appeared December 1st. This is the fourth quarterly issue for the thirty-second year of the publication.

PRICE FIVE DOLLARS.

GEORGE P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

Every reader of PRINTERS' INK should
have one of THE PATRIOT'S

Handsome **"American Beauty"** Calendars.
1901.

'Twill prove both useful and ornamental for the office or the home.
Sent postage paid to any part of the U. S. on receipt of four (4) two-cent stamps. Order now, as the supply is limited.

THE PATRIOT CO. (Art Department),
Harrisburg, Pa.

THE UNION METALLIC CARTRIDGE CO., NEW YORK.

SPORTING LIFE, Philadelphia, Pa.

GENTLEMEN—In reply to your letter of the 12th inst., would say we are well satisfied with the SPORTING LIFE as an advertising medium, and we also consider that it is an exhaustive sheet of general sporting events.

Wishing you all success for the coming year, we remain,
yours very truly,

THE UNION METALLIC CARTRIDGE CO. (Signed.)

The Goods and the Medium MEET:

You've heard folks say "*all will be well when they meet their affinity.*" There's an affinity between good goods and good mediums of advertising.

Featherbone is the best substitute for whalebone ever invented. TOILETTES is the best fashion journal in America, absolutely practical. The best designs illustrating the use of Featherbone are appearing in TOILETTES: what we can do for one advertiser we can do for another.

(Sample copy of TOILETTES free.)

THE TOILETTES CO.,

170 Fifth Avenue,

26 East 22d Street,

NEW YORK.

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

Mr. Chas. F. Jones, New York:

DEAR SIR—For quite some time I have been reading your department and now would like to ask you two questions and will be very much obliged if you will answer.

Why are solid windows, that is, windows containing only one or two lines of goods, so much more popular with business men than windows which contain a variety of goods?

Has a dry goods store any right to require any duties of its employees after business hours? For instance, has a dry goods store any right to require me to abstain from drinking after my day's work is over, provided it does not interfere with my services for the house?

Respectfully,

C. P. Z.

To the first question I would answer that it has come to be a recognized fact that the human mind is so constructed that it is difficult for it to think of more than one thing at a time, and that when thinking of one thing a much stronger impression is made upon the mind than when attempting to think of a number of things in rapid succession. When a person stands before a window display, if there is only one line of goods in the window, it naturally makes an impression on him which will be remembered for some time after leaving the window, whereas if a number of lines is shown no one thing impresses him and no one thing in particular is remembered, so that the window is very soon forgotten. The success of advertising either by window displays or by newspaper space is to impress some one thing strongly upon the person or persons to whom you address yourself. If you can do this, it is much more satisfactory than to make only a slight impression by presenting a vast number of items.

To the second question I would answer that any store certainly has a right to make any rules which it pleases to regulate its business. No one is under compulsion to work for any house, and therefore these rules only apply to those who voluntarily ac-

cept them by seeking employment from the house that makes the rules. If you were compelled to work for this house whether you wanted to or not then you might go into the justice of the rule and argue for or against whether a house has a right to make rules of this character, but if the firm desires that no one should work for them except persons who do not drink at all, then they have a perfect right to employ only such persons and to discharge persons who do not come up to the standard which they require for their employees. In the next place drinking is a very dangerous habit for business people to play with. It is a thing which may be kept in check for some time, but which is likely at any time to break beyond bounds and ruin the drinker. Your drinking might not interfere with your business for a while, but if kept up may eventually do so, and from that standpoint alone I would say that a dry goods house has a right to require that its employees abstain from intoxicants if that is the standard which it sets up for its employees.

* * *

The writer of this article once upon a time made a trip from one city to another. The city from which he came was one of what we call moderate enterprise, but had quite a large business on account of its own and the neighboring population, which, taken altogether, amounted to more than 200,000 persons. The merchants in this city were fairly progressive, but made no particular boast of setting the world afire, and were all supposed to be doing a fair amount of business at a good living profit.

Some dry goods stores do not place price tickets on the goods which they display in the windows. I think this is a mistake

in all cases where the goods sell at a low or medium price. It might not be well, in cases of very expensive goods, to place the price upon the article, as this might have a tendency to cause many persons in the lower walks of life, who do not know the value of goods, to consider the store a high priced one. But, on all goods which sell for a popular price, there is nothing like having a neat price ticket, so that persons looking into the window can get some idea as to the prices at which you sell the goods. Particularly if the articles are bargains it is well to make a liberal display of prices.

A window, to some extent, can direct the class of trade which you wish to patronize you. If you are seeking after only the very fine trade, a display of very fine goods and novelties, without prices, will be apt to cause such persons who buy these goods to call into your place of business. If you are seeking after those who wish bargains, then you should dress your windows entirely with bargain articles, marked at very low prices.

* * *

The head of every business house ought to have a private office. I know a great many business men who have no private place where they can talk on private subjects either to their employees or to those outside with whom they may have business dealings.

There are very often a great many things which come up in business which you will wish to discuss in private, and then you will feel that it would pay you to have a private place where you could talk of the business in a business way, without being subject to interruptions.

The larger and more progressive houses have nearly all recognized this, and provide their managers and head business men with places for transacting private business. Even a small store can afford to have a desk somewhere in a private corner, where the manager can discuss business matters with those who may call upon him. If you have business with customers

which you wish to keep confidential between you and them, it is not very pleasant to have to ask them to stand up, in the aisle or somewhere, and communicate their affairs where they are liable to be overlooked by some of the employees.

* * *

There is an old saying to the effect that if you watch the little things, the large ones will take care of themselves. This is true, in a certain sense, and the most successful merchants are those who watch all the little points of business and take care that there are no mistakes made in those little points which are so easily overlooked. Still, there is such a thing as being very particular about the little points and overlooking others that are much more important. For instance, a firm may be very economical in the matter of light, and it pays to watch this expense, as a great deal of money is burned up unnecessarily; but do not be so economical with your light as to make your store gloomy and uninviting. And the same way with your stationery: Do not be so economical with its quality as to give your house a poor appearance and to form a poor opinion of it in the minds of any persons who may have any correspondence or written dealings with you.

* * *

This is the time to ask yourself questions about your business; whether your goods and prices and the general conduct of your business during the past year has been such as would be likely to increase your business during the coming year. It is a good time to take up each phase of your business independently of all the rest and look at it from every possible point of view, but more especially to see it as nearly as possible from the standpoint of your customers. Do not be too charitable with yourself, but try to get at the real truth in every case.

If you are satisfied from your own observation and from chance remarks of your customers that your goods are not all they should be, that your prices are not as low as they should be, or that your

store service is faulty, make up your mind to make immediate and very decided improvements in these matters, and then go about it in the right way. Don't try to bring about reforms through unreasonable fault-finding with clerks and heads of departments, but effect necessary changes easily and without necessarily antagonizing your business assistants. This is not so hard as it might at first seem.

One of the best ways to do, when you feel that the management of a department is not right, is to go to the head of that department as though for a consultation, instead of pitching into him and getting him thoroughly confused with fault-finding, until he is not able to render a proper judgment. Simply put your complaints in the form of questions, as to what certain changes would be desirable for the improvement of his department, and a consequent increase in business. In this way you are more likely to get the hearty co-operation that is so necessary in bringing about changes for the better, and you will retain the regard and respect of your employee. Not only this, but bringing matters to his attention in this way will flatter him somewhat and lead him to take personal interest and pride in carrying out your wishes to the best of his ability.

A matter of considerable importance especially in small towns, and one which I believe is pretty generally overlooked, is prompt recognition by the clerk of the customer who has made but few purchases at the store. The clerk who has not the happy faculty of remembering names and faces should cultivate it very assiduously, because therein lies an opportunity for very greatly increasing the value of his services to his employer.

The average customer who has been into a store but a few times feels delicately flattered if the salesman addresses him with that cheery "Good morning," or "Good evening, Mr. So-and-so," which makes him feel that his patronage is appreciated, and that the clerk

instead of regarding him as a necessary evil is really pleased to see him and glad to serve him. I do not mean by this that the clerk should attempt any familiarity, but that he should simply remember the customer's name and face, and address him pleasantly and respectfully on every occasion.

Another thing that pleases most customers is for the clerk to quickly remember, when called upon for any particular article, which brand that customer is in the habit of buying, and, in a general way, what class of goods she prefers. I believe that this is especially pleasing to women.

A clerk will nearly always find it to his advantage in the long run, when asked for his opinion as to which is the better of two different articles of a similar kind, to tell frankly and honestly which is better for the customer and why it is better. Sometimes the article which is better for the customer pays a smaller profit than the other, but the confidence that a customer has in a clerk whose recommendation is always found reliable, is worth a great deal more to the store than the small difference in profit which might come through selling something inferior.

What I have just said regarding the prompt recognition of customers by salesmen applies to a very considerable extent to the proprietor as well.

I once knew a storekeeper who drove away a great many good customers by failing to recognize them on the street or when they came into his store. He was a man who knew personally a great many people, having lived in his town for a great many years, and who built up a large business from a very small beginning. The singular part of it is, this man attributed a great deal of the growth of his business to his personal popularity, when, as a matter of fact, he was pretty generally disliked, because of his failure to recognize people whom he knew perfectly well. His business grew in spite of his personality rather than because of it, for the reason that his goods and prices forced attention

and brought him business. There came a time, however, when better-liked merchants offered equal goods and service and as low prices, and that marked the beginning of the end.

Of course, I believe that nearly always best values will win against everything else, and that there is a great deal of truth in the saying that "there is no sentiment in business"; but the time never will come in the smaller towns when a little personal attention from the proprietor will not secure to him a great deal of trade that even higher prices cannot drive away.

There is no reason why the winning combination of good values and courteous treatment should not obtain in every store. Courtesy costs very little, and it goes a long way in business.

* * *

I have probably referred to this matter before in my department, but it seems to me of sufficient importance to deserve another brief talk. What I have in mind is the very great discrepancy which often exists between the promise of the advertisement and the performance of the store.

Imagine, if you will, getting from a friend a very cordial invitation to call on her at her home, and on reaching there find her apparently sorry that you have come, and not at all inclined to entertain you. The feeling that you would experience under such circumstances must be quite like that of the customer who is led by an advertisement bubbling over with cordiality to call at the store, only to find that no one seems to care whether she is served or not, or even takes the trouble to ask what she wants. While this may not be exactly a parallel case, it serves very well to illustrate my meaning.

In every store, great or small, there should be one person to look after the advertising. That person should be thoroughly in touch with the business, should know its policy from A to Z, and should be careful to promise in the advertisement only those things which he knows will be performed in the store. He should require every employee who comes in personal

contact with the customer to read a copy of every advertisement the store puts out, before the public have read it, and to affix his name to that copy to show that he has read it. This gives a salesman no excuse for saying that he did not know what was being advertised, and it obligates him to carry out the promises of the advertisement to the letter. Not only this but a copy of each advertisement should be posted conspicuously, where the salesmen, and customers too, can refer to it in case of any dispute as to any statement made regarding goods and prices.

You cannot be too careful about these things. They have an important influence on the growth of your business, and you should see invariably that there is no discord between the telling in your advertisement and the doing in your store.

* * *

There seems to be a deliberate purpose in some stores to make it so hard for the customer to get her money back on any purchase, that she will never care to do so more than once. I believe this is a very great mistake; if you are to give money back at all, do it willingly. If you do not make it easy for the customer to get her money back, there is little advantage in offering money back, because your method of refunding is likely to defeat your purpose.

Of course, in large stores it is sometimes necessary to throw a great many safeguards around the refunding of money, for protection against dishonest employees, but great care should be taken not to make this system so complicated as to disgust the customer and send her away.

It is a well-known fact that the offer of money back leads to a great many sales that would not otherwise be made, because the customer feels confident that in case of any dissatisfaction she can get her money back without trouble. This confidence should never be abused, even though you are occasionally imposed upon a little.

* * *

And now that it is "swearing off time," I would urge upon you, that

if you have made a practice of using cuts in your advertisements in connection with more or less deceiving figures, to swear off on that. What I refer to is the common practice among some advertisers of printing, for instance, a cut of a forty-dollar desk, with the words "Roll-Top Desk, \$10.98," in bold gothics, and then in smaller letters, "and upward." This is a thing that is very rarely done, except with deliberate intent to deceive, and the reader who does not detect this intention in the advertisement must surely have it made clear to him when he calls at the store to see the \$10.98 desk.

This sort of thing does not pay, because the customer who sees your purpose in the advertisement is likely to stay away from you altogether, and the one whom you succeed in luring into your store can hardly feel anything but disgust for you and your methods, and, although he may look at your desk, he is pretty sure to spend his money elsewhere.

Sometimes this thing is carried still farther than I have illustrated above, and a cut of a higher priced article is printed in connection with a lower price than such an article can be sold for, without the extenuating "and upward."

Cleanliness is a more important factor in winning business than many merchants seem to consider it. It is one of the first things a woman will notice on entering a store. Nothing that I can think of will quite so quickly give a woman a bad impression of a store as to find the aisles littered with rapiers and dirt and empty boxes. I have known of stores catering to women that have won business from other stores, even in spite of higher prices, simply because they were kept scrupulously clean.

Have a time for cleaning up all over the store, either before you open in the morning or after you close at night, so as not to interfere with business; and don't confine the cleaning process altogether to the inside of the store, but make your windows shine, and keep the sidewalk clean. If the store is big enough, so that you can afford to

do so, have one man to take care of this part of your work, leaving clerks and all other employees to attend to their parts of the business.

* * *

Special sales are useful in a number of different ways. Their greatest usefulness, however, is in getting wide and quick attention to your store, and, at the same time, making a reputation for low prices. Sometimes, when you are fortunate in securing the right article at a very great reduction from its usual cost, such sales can be made quite profitable aside from attention getting and reputation making. But it is very often well worth while to make special sales at an actual loss in order to make such a great contrast between the regular price of the article you are offering and your special price that every reader will at once recognize it as a genuine special and an unusual opportunity.

The attention that such special sales bring to a store will prove more effective than almost any other kind of advertising you can get. Suppose, for instance, that you are offering at a striking reduction from the usual price an article that is in common use in the homes of the people to whom you cater—something that the women of the house have frequent use for; the chances are ten to one that every time that article is used the user will think of your store as a good place in which to buy good things at low prices.

Special sales are often very useful in combating an aggressive competitor; they get quick attention and bring into your store large numbers of customers who buy, at regular prices, many regular goods that would not otherwise have been sold to them. But care must be taken in such cases to make the price of your special so low that your competitor will not be likely to meet it, otherwise you had better not attempt it at all. Nothing is quite so helpful in building up a new or an old business as the right kind of special sales, and such sales should be made as often as you can make them, and make them rightly.

THE DELINEATOR AND THE DESIGNER

give to the high-grade
advertiser a circulation of

MORE THAN

700,000

COPIES

at the low rate of \$3.00 per line

NO OTHER MEDIUM

or no combination of other mediums
will give this quantity and quality of
circulation at *anywhere near this price.*

THE DELINEATOR AND THE DESIGNER

JOHN ADAMS THAYER, Advertising Manager
17 West Thirteenth Street, New York

THOMAS BALMER, Western Advertising Manager, 200 Monroe Street, Chicago.
ROY V. SOMERVILLE, London Advertising Mgr., 87 and 89 Paul St., London, Eng.

HAVE you ever thought of the tremendous growth in population this country made in the past hundred years?

At the beginning of the Nineteenth Century no city in America had over a hundred thousand population.

To-day there are sixty-two cities that have a larger population than New York City had one hundred years ago.

Even in the past ten years the increase in some of the cities has been remarkable.

The city of St. Louis, for instance, in 1890 had a population of 451,770. In 1900 there were 574,238 human souls counted within the city limits by "Uncle Sam's" census gatherers, making St. Louis the fourth city in the United States, in point of population.

Add to these figures the large number of inhabitants dwelling in the immediate territory tributary to St. Louis and the population will swell to over a million people.

If you want to reach the homes of the wage-earners represented in this population the daily CHRONICLE of St. Louis is undoubtedly the safest medium to use.

Because the CHRONICLE has a circulation that can be relied upon.

An announcement placed in the CHRONICLE is sure to be seen by over forty thousand persons daily.

It is the most reasonable medium for space buyers who look for honest circulation at a fair price. The cost is very small, and a trial will convince you how productive it is of results.

Once upon a time many years ago Truth and Falsehood went in bathing together. Falsehood left the water before Truth and stole Truth's clothes. Ever since then it has been called the "Naked Truth."

When we tell you the Cincinnati Post, the Cleveland Press, the St. Louis Chronicle and the Covington Ky. Post have a combined daily average paid circulation of 292,000 copies, we are telling you the "Naked Truth."

Look at any issue of these papers and see for yourself the number of successful advertisers who are using these mediums.

They surely must be receiving good returns for their investment or they would not continue to place their business with us.

If you are not represented among the columns of these newspapers, would suggest you get in at once.

They pay others and will pay you.

No other list of publications will give an advertiser the opportunity of reaching this large number of homes as reasonable as offered by this list.

Your money back if not so.

Printers' Devils and everything else about
a printery—including the Boss—best
washed with

Fels-Naptha soap

and cold or warm water (not hot).

Nobody wants any other soap after
using Fels-Naptha.

We shall have pleasure in sending
you a primer on it, with a sample.

Fels & Co, maker, Philadelphia.

The Wichita Eagle

is one of two morning papers in Kansas that prints the *full* Morning Associated Press News. THE EAGLE has the largest circulation of any daily paper published in Kansas.

AVERAGE 14,147 DAILY

And prints 30 per cent more foreign advertisements and fifty per cent more local advertisements than any daily paper published in the State.

R. P. MURDOCK, Bus. Mgr. Wichita Eagle.

THE S. C. BECKWITH SPECIAL AGENCY,
SOLE AGENTS FOREIGN ADVERTISING,

47, 48, 49 & 59 TRIBUNE BLDG.,
NEW YORK CITY.

469 THE ROOKERY,
CHICAGO.

TIME TO RETRENCH.

The twentieth century is upon us, and the prospects for good business never looked brighter. This is the time to plug up the leakages, as competition is keen and every dollar saved is a dollar earned.

If you have been buying your inks on credit send for a copy of my price list, and at your leisure figure up just how much you would have saved if you had paid me cash in advance. I am willing to wager dollars against doughnuts that the difference would have enabled you to make many handsome Christmas presents to your family and friends and still have money in bank. You would have had a clean balance sheet at the end of the year, and no ink man could say "that printer is in my debt." It may be a little inconvenient to pay cash every time you want ink, but you are sure not to order more than you actually need, and you have no waste.

If your ink man is a jolly good fellow you are inclined to give him a fair-sized order, and oftentimes the inks are not touched for months.

Salesmen will tell you that you can buy as cheap on credit as you can for cash. This story is absurd, as the prompt-paying customer gets the choicest goods and the lowest prices, no matter what line of business it may be. The fellow who is hard up has to take what is sent him, and if he kicks on the price his account is closed, but rather than change he swallows his medicine, and consequently is never out of debt.

I had one bad debt in 1900, amounting to six dollars, and I filled nearly twelve thousand orders. My competitors lose dollars and oftentimes hundreds of dollars to my pennies, and you can gamble that these bad debts are made up by charging double my prices, as no house could stand the pressure unless the margin of profit was enormous.

Begin the new year right by resolving to pay cash in future, even if you have to borrow the money. The rate of interest seldom exceeds six per cent, and you save from fifty to eighty per cent on your purchases. Is it worth the trouble?

ADDRESS

PRINTERS INK JONSON,

13 Spruce Street,

- - - -

New York.

K is for KISSAM
Whom every one knows
By the cards that one sees
Wherever one goes.

In the Brooklyn "L" cars
They are ever on view;
And you'll see their full worth,
As all advertisers do.

So ever before you
A line on each side
Makes cheer while you travel
Wherever you ride.

Seeing and seeing
And seeing again
Makes sales for the merchant
And bargains for men.

And when the trial balance
Is struck for the year
The merchants in glee say
"A big profit clear!"

Money to burn!
And buyers in jams
To purchase your goods
If the cards are KISSAM'S

KISSAM'S
AR
CARDS

GEO. KISSAM & CO.,

253 BROADWAY, NEW YORK.

15 Branch Offices.

Written by Thos. O'Neal, New York.